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PRINTERS' INK

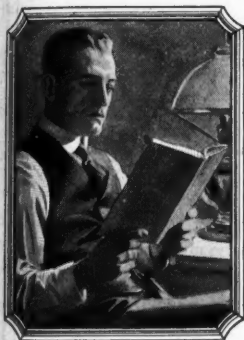
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NEW YORK, DECEMBER 5, 1918

10c A COPY

How Many is Two Million?



THE International Correspondence Schools have just appropriately celebrated their twenty-seventh anniversary by passing the two million mark in number of students enrolled. No other educational institution ever has had contact with so many people, to say nothing of achieving so vast a work in 27 years.

Two million students is six times as many as Harvard has enrolled in the 282 years since its organization. It is ten times as many as have entered Yale since its doors swung open in 1701. It is more than three times the total enrolment of all colleges, universities, professional, normal and business schools in the United States combined in 1917.

Each year this "universal university" extends its educational advantages to from 75,000 to 100,000 new people. And continued healthy growth is indicated by the fact that during the first ten months of 1918 more men and women have responded to I. C. S. advertising than in any corresponding period in the Schools' history.

Naturally Advertising Headquarters takes a pardonable pride in having been associated with the I. C. S. "advertisingly" for more than twenty years.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CLEVELAND

CHICAGO

Logical and Illogical Advertising

AN advertiser asked us the other day for a frank analysis of his advertising.

We pointed out to him that part of the campaign he proposed, while logical in normal times, was fundamentally wrong and most extravagant under present conditions.

The reasons were so obvious that he wondered why they had escaped his analysis. Which only goes to show that it pays to—

"Put it up to men who know your market"—

FEDERAL

ADVERTISING AGENCY, INC.

6 East Thirty-ninth Street, New York

30 North Michigan Ave.
Chicago, Ill.



Consultation
without charge
or obligation

ST. PAUL PUBLIC
LIBRARY

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CV

NEW YORK, DECEMBER 5, 1918

No. 10

Building Up Foreign Trade by Mail

The Catalogue of Montgomery Ward & Co., as a Pioneer of Distribution Among Dealers as Well as Consumers in Other Countries

By G. A. Nichols

NOW that the war is over there are interesting possibilities before the retail mail-order houses in the way of foreign business expansion.

The time also has come when exporters in general, if they are properly backed up by the Government, can capitalize profitably upon the missionary work that has been done by mail-order houses.

Up to now the foreign field has not been especially attractive to the concerns selling by mail at retail. Almost all of them have experimented with foreign business at one time or other. One of them, Montgomery Ward & Company, has made export a permanent part of its policy.

For years Wards in building up this department had to cope with difficulties not of their own making and had to undergo natural hardships that may be expected by the pioneer. Their persistent advertising and merchandising efforts along this line, however, have now taken firm root in so many nations of the earth that they feel they are about to realize their long cherished ambition.

Naturally enough, this foreign opportunity worked out to its logical conclusion has made Wards decide upon a radical change in policy. They now are going after the trade of the foreign retail merchant. Their efforts to get this trade will be built upon the good will their goods have gained in foreign countries through the

missionary work done by the retail mail-order catalogue. This catalogue has educated foreign peoples in American merchandise and has created a demand for these goods which foreign retailers are being called upon to supply.

The wholesale angle is an outgrowth that the company did not foresee at the time it instituted the foreign efforts. But as Wards look back now they see that this outcome was as inevitable as that two and two make four. Another exceptional feature of the thing is that the company not only has uncovered a rich wholesale market for itself but has done a tremendous service along the same line for everybody in America who has merchandise he wants to sell in foreign lands.

Retail mail-order effort has popularized American merchandise in countries where it never was known and into which it never would have gone had the manufacturers been forced to wait until it could have been introduced through regular retail channels.

Interesting things are told of how merchandise becomes known in the uttermost portions of the earth.

A Chicago business man traveling in the Philippines had occasion to visit the Moros. The members of his party were attracted by the apparently wonderful head of hair a Moro woman had. Her shining tresses were

piled coil on coil and it seemed almost beyond comprehension that any one human being should have so much hair. She was prevailed upon to take her hair down. Then it did not appear so wonderful. She had three long switches attached to her already more than abundant locks.

SMALL SALES MAY START A NATION BUYING

It would seem that the eternal feminine is pretty much the same the world over. The styles and even the frivolities of civilization quickly work their way into the habitations of our little brown brothers and sisters and those of every other color and standard. It would make a good story to say this Moro woman had bought the switches from Montgomery Ward & Company. Perhaps she did at that. But the point is she had gained access to woman's finery—if you want to call it that—and was a potential market for many other articles.

A woman in Java ordered from the Ward company a tin flour sifter, a few cards of safety pins, some lace and some ribbon. I saw this queer assortment of merchandise the other day in the packing room just after it had been assembled for shipment. I remarked to M. D. Howell, the company's export manager, how strange it seemed that so inexpensive and bulky an article as a flour sifter should be sent by parcel post to far away Java. Where could the profit possibly come from such an incongruous shipment?

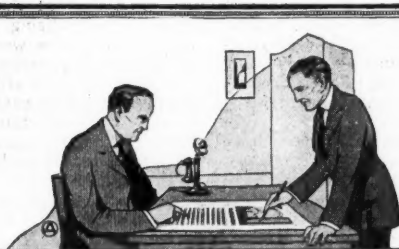
"Why," said Mr. Howell, "that is where our missionary work comes in—where we get our advertising. When that flour sifter reaches Java, the proud owner of it will have to answer many questions as to its origin. Other women will visit her to see the wonderful American novelty. They will make inquiries from their local merchant. He will have to get flour sifters in his stock. We begin by selling one sifter to this woman. The next

step may be selling a gross or a great gross to the retail merchant. A similar principle works out in a host of lines.

"Thus we are doing pioneer advertising work in behalf of general merchandise. We send our catalogues around the world. Women see in them pictures of goods they never knew existed. With the uncanny instinct of woman kind toward merchandise they can grasp enough from the picture to make them want the article—something after the fashion of the Moro woman with the three switches. Either they order the goods from us or they take the pictures to their local merchant and insist that he sell them similar articles. The eventual result is that the merchandise in question gets a foothold in that vicinity.

"The mail-order catalogues sent to Mexico, Latin America and to other foreign lands have much the same effect in creating a demand for merchandise as does national advertising in this country. A manufacturer here can almost force a retailer to handle his goods if he wants to spend enough money advertising them. He can create such a demand among a merchant's customers that the merchant is going to stock the article in self-defense."

The mail-order houses had to learn and unlearn a lot of things in bringing about their present opportunity. They had to experiment and see that merchandise appealed to far-away people with whose habits and customs they were little acquainted, if at all. They had to fight against the disadvantage of having business transactions with people thousands of miles away who were not acquainted with American methods and merchandise. Requiring enormous volume along identical lines for profitable operation, they were faced by special and ever-changing requirements as to merchandise, packing, shipping and documents for each country of destination. They were forced to ask for their money in ad-



YOUR STORY

In the all-important presentation of your story to the public, the McCann ideal stresses unity of conception in word and picture. The message is first *visualized* as a whole—on that basis copy and art men work together in closest co-operation.

Our Art Executives are, first of all, Advertising men. They know the aim of Advertising—hence they always keep clearly in mind the distinction between fine art that simply appeals to the aesthetic sense and advertising art embodying a strong sales purpose.

Correspondingly, our copy men are selected not only because they can write, but because they can sell. They appreciate the value of space. Holding to the ideal of unity of conception, they paint the word picture to be one with the illustration.

Such ideas and ideals logically result in a product that our clients know gives results.

The H. K. McCann Company
Advertising

61 Broadway, New York

Cleveland
San Francisco



Toronto
Montreal

This is No. 7 of the little messages on McCann Advertising and Merchandising Service. Copies of the first six talks—The Manufacturer, The Marketing Situation, What's in a Name? Distribution, Reaching Your Public, and Dealer Helps—will be sent on request.

vance. It is quite an ambitious undertaking to ask a man in Singapore or a woman in Argentina to send cash to a foreign country thousands of miles away to pay for a piece of merchandise. There have been inequalities in parcel-post arrangements. Adequate shipping facilities have sometimes been wanting.

Some of these difficulties have been overcome. Some are in process of solution. Others, it may be expected, will be worked out as a part of the great reconstruction programme in which all of America is interested.

AMERICAN MAIL-ORDER ACTIVITY ABROAD

The extent of Montgomery Ward's world-wide missionary campaign in behalf of American merchandise is shown by their persistent advertising in English and native newspapers throughout South and Central America, Mexico, China, India, and the islands of both the Atlantic and Pacific oceans.

Much of this advertising activity is centered in Latin America, Mexico and the West Indies. It is of a widespread variety designed to reach as many people as possible. In Mexico, for instance, regular advertising campaigns are now being carried on in the cities of Guadalajara, Merida, Monterey, Pueblo, Saltillo and Tampico.

The Latin American advertisements are of course in Spanish. Occasionally they call attention to some leader items of merchandise to be had in the current catalogue. Or they advertise the catalogue and nothing else. People are encouraged to send for the catalogue, which also is in Spanish.

Thus the foreign field is being combed as industriously to build up a mailing list as was this country thirty years or so ago when the big mail-order houses were beginning to get fairly under way. You don't see so much angling in this country now by the big houses. They are well known already and the catalogue requests come in pretty much as a matter

of course. Here you have a clear-cut exposition of the cumulative value of advertising. If the big mail-order houses were to go out of business to-morrow they would for years to come still be getting requests for their catalogue. They have started something that they would have the utmost difficulty in stopping even if such a freakish desire should possess them.

Wards' Spanish export catalogue has growing circulation in Spanish speaking countries. The mailing list is being carefully nurtured in an effort to build it up to the big proportions that seem practicable and possible. Their other foreign catalogue is printed in English. This is intended more for the English-speaking people in those countries and the more progressive type of natives. Many times it gets into the hands of people who cannot read its words but who can grasp the message conveyed by its pictures. Pictures speak in all languages. Much indirect benefit and a considerable number of direct orders are gained from this source.

It seems that Wards have planted the seeds that will yield them a big harvest if they equip themselves to do the cultivating and the reaping. They have the money, the field and the facilities. All they need now is to go after the business of the retailer which they can so easily get as the result of the advertising to the consumer which they have been so long doing. They realize their opportunity and through their recently organized wholesale department, are going to undertake to supply the dealer in foreign countries as effectively as they have been serving the consumer.

One great difficulty they will encounter as they seek to develop trade among foreign retailers is in the immensity of their lines. They handle perhaps one hundred thousand separate and distinct items of merchandise. Attempt to merchandise these for the foreign trade in a wholesale way and

(Continued on page 125)

Now is the time, as never before, to be sure of the exact market reached by your advertising.

Don't rely upon old impressions of where the circulations you buy go, but demand unmistakable evidence of the kind of distribution you need to increase the prestige of your business.

Needlecraft Magazine is read and reread every month by 1,000,000 experienced, practical, thrifty American housewives—home purchasing agents who pay the full subscription price in advance because they are bound to this magazine by a full appreciation of its helpfulness to *them*.

"One Woman Tells Another"



The Exclusive Agency—When It Helps and When It Hinders

Danger Points to Look Out For—What a Live Agent Can Do.

By Frederick C. Kendall

IS the exclusive agency a help or a hindrance to intensive national distribution?

What are the circumstances under which the single local trade connection appears best to function? Does it assure the closest measure of co-operation from the retail merchant? Does it promise an intimate link-up with the national or territorial advertising? Does it guarantee bigger sales per capita than where merchandise is sold over every counter in town? These are a few of the supplementary questions that tag along in the wake of the first inquisitive interrogation.

The general opinion seems to prevail among prominent manufacturers that the single connection is most desirable where the product is purchased by the ultimate consumer usually after a visit to several stores; where a representative stock necessitates considerable investment on the part of the merchant; where the product requires certain technical explanations to sell successfully in competition with other brands; and where it is of such nature that personal service is required to install or put into effective operation.

Pianos, heating and plumbing appliances, typewriters, automobiles, tires, expensive articles of dress and adornment, agricultural implements, paints and varnishes, high grade wall papers, etc., would be some of the merchandise included in this category.

There are notable exceptions of course—and it is these exceptions that merit especial study, for they denote a desire in some circles to shatter the old sole-agency traditions and indicate that in many instances the exclusive dealer had been too painfully exclusive.

The free-for-all distribution has

its advocates among firms selling merchandise purchased by the individual without any lengthy deliberation; products of relatively small investment requirement; and articles of popular appeal and more frequent purchase possibility than the foregoing suggested list. Here we should group tobacco, cigarettes and chewing gun, groceries and food stuffs, collars, socks and shirts, soaps, talcum powders and toilet articles, toys, and utensils of many kinds.

CERTAINTEED PRODUCTS SOLD TO COMPETING DEALERS

A most recent exponent of the non-exclusive agency is the Certainteed Products Corporation. Since the dawn of the paint and varnish industry, such merchandise has been sold on an exclusive basis. When the Certainteed Corporation added liquid house colors, stains, enamels, varnishes, etc., to its line of roofing materials, it announced among other radical departures a policy of selling to more than one local representative. Another manufacturer who apparently has not found it necessary to limit the marketing of its product to one individual in each community is the Beaver Company—due doubtless to the fact that this firm was one of the first, if not the pioneer maker of wall board, and in the early days the competition now so conspicuous by its presence was equally conspicuous by its absence.

The extent of a dealer's territory is often a bothersome question and one that must be solved according to individual circumstances. The dealer usually wants as big a field of operations as he can get, and claims all kinds of jiu-jitsu strangle holds upon the trade in the surrounding neighborhood. But often he neglects to

One modest little membership in the "A. B. C." is worth a whole barrel full of Government affidavits when it comes to proving circulation.

That's why the Standard Union is "Number One" in Brooklyn.

take advantage of his opportunities—although he will kick in the most approved mule-like fashion if his territory is reduced in size. An interesting example of just such a condition was related by the sales manager of a firm making a medium-priced talking machine.

"At the time sales arrangements were completed in an Indiana town of 10,000 population," he said, "the agent insisted lustily that trade in the two neighboring hamlets be reserved for him. 'Folks in Snoozleburg and Sleepy Hollow all do their trading here, and the only canned music they know is the tinkle of the cow bell,' this merchant jollied.

"But at the end of the year his sales were a distinct disappointment. So our man on the territory went to see him.

"The merchant had every conceivable alibi that an imaginative brain could invent—and Chadwick secretly sympathized with him. But acting on orders, he abrogated the agency treaty as far as it related to the two little burgs—not because I thought they could scare up enough trade to justify development, but to discipline the agent and serve as a dire and terrible warning of what would speedily happen unless he got a little jazz into his system.

"Shortly before Chadwick called, a general storekeeper in one of the villages had scribbled a note saying that he thought he could sell a few bills. So with a half day wait between trains, Chadwick chartered an amateur jitney and twenty minutes later arrived at the village green of the dinky metropolis. It was a wee bit of a place—a couple of tired looking stores, an emaciated village church and a little fringe of seasick cottages. But having nothing to lose and possessed of a sporting disposition, Chadwick took a gamble and generously promised the ambitious merchant sole and unrestricted privileges of selling to the hundred odd townsfolk and inhabitants in the contingent territory.

"That was all we expected to

hear of the matter. Yet at the end of three months this microscopic merchant in a lilliputian hamlet had sold more instruments than the fellow in the county trading centre—because he was a real salesman. So in picking your agency, the first consideration is the man."

With most exclusive lines it is usually assumed that when a merchant is given the privilege of selling in a certain community he will reciprocate by concentrating his purchases upon that single line. In fact, some manufacturers have a tacit understanding that this condition must prevail—or the merchant will awake one fine morn to find the agency sign neatly tacked above the store front of his hated rival. Furthermore, when a merchant acts as exclusive distributor it is reasonable to expect that he will take a greater personal interest in sales—especially when his inventory is high and he has too much at stake to take things apathetically without making any special effort to lure customers into his store.

But unfortunately it is not always the most simple thing to determine just what a merchant's sales should be in relation to population and apparent local buying power, and many abuses of the exclusive agency are practiced by the wily retailer. The most common is perhaps where a shrewd merchant with established connections assumes the agency for competitive brands to keep the other fellow out. Traveling representatives are frequently amazed at the readiness with which a dealer agrees to represent their merchandise locally—only to discover later that it was a skilful piece of strategy to avoid being bothered with competition from a similar brand sold in town.

POSSIBLE PURCHASERS WON'T SEARCH FOR THE ONE DEALER

Perhaps the greatest disadvantage of the exclusive agency plan is the effect upon the consumer. He may be pretty nearly sold on the merits of your merchandise through advertising or personal

Now for

Reconstruction

IN peace as in war, daily newspapers wield a tremendous force in shaping public opinion.

The success of every war drive has been assured with intelligent newspaper publicity behind it.

Newspaper advertising, proven so successful and better understood during the war, will be used for reconstruction and readjustment of business to a greater degree than ever before.

Two American newspapers that stand out among the most influential are

The Providence Journal The Evening Bulletin

**The Power of these great papers
is available to help you market
your goods in New England**

The Providence Journal Co.

Charles H. Eddy Co.

Representatives

New York

Chicago

Boston

recommendation, and be tottering on the trembling brink. But when he arrives at the moment of purchase it is sometimes questionable whether he will navigate all over town during a pelting drizzle seeking the single merchant who displays your lithographed agency sign.

Despite all statements to the contrary, retail salesmanship is not an undiscovered or forgotten art, and after the third or fourth attempt your prospect usually succumbs to the studied diplomacy of some merchant with a knowledge of human nature and the competitive merits of his merchandise.

So, especially with merchandise sold through exclusive dealers, it is necessary to advertise in a very positive manner—to convince the prospective purchaser that he will be rewarded for scouting around to find your local agency or delaying purchase a few days while he writes to headquarters for the merchant's name. Better still, is some plan to get your local distributor so to identify his store with your merchandise that the two names are immediately associated with each other.

The extent of a manufacturer's distributing facilities is another factor to be considered in determining whether it is best to market on an exclusive or non-exclusive basis. With an extensive system of branch houses it is comparatively easy to keep trade supplied without shipment through jobbers. But where merchandise is sold through the jobbing channels it is difficult to control exclusive distribution, especially when more than one jobber operates in a certain territory.

The ideal conditions under which an exclusive agency seems to function are where the line is placed with some enterprising merchant who feels that the assurance of restrictions will justify a large measure of personal co-operation, and where there exists a real intimate tie-up between the national publicity and the merchant's store. Many of the most widely distributed products owe much of

their present success to the pioneer development work on the part of enthusiastic exclusive local dealers. But now the manufacturer's product is well and favorably known he insists upon a volume of business commensurate with the estimated sales possibilities.

That the advantages of the free-for-all methods of distribution are recognized by even the manufacturer selling through exclusive channels can best be indicated by the fact that many firms with branded, nationally-advertised merchandise also find it a distinct advantage to market a similar brand and in some cases several disguised under different names so more than one competitive agency may be established in the same town. For rivalry in trade, as in matrimonial enterprises, is a remarkable stimulator toward action.

W. P. Leach Joins Seaman Paper Co.

W. P. Leach, for the past six years vice-president and general manager of the *Leader* and *News* of Cleveland, has resigned to become associated in an executive capacity with the Seaman Paper Co. of New York and Chicago.

When Mr. Leach went to Cleveland the *News* and *Leader* were both losing money for Dan Hanna, the owner. The morning daily *Leader* was sold to E. H. Baker and his associates on the *Plain Dealer*, for a sum said to be \$750,000, Mr. Hanna retaining the Sunday *Leader*.

During the past few years it is understood the papers have turned the corner and are now financially successful.

Before going to Cleveland Mr. Leach was publisher of the New York *Evening Journal* and Chicago *American*.

He will make his headquarters in New York.

Chidsey Goes With Earl & Wilson

D. K. Chidsey has resigned as advertising manager of Gimbel Brothers, Philadelphia, after six years' service, to become Philadelphia sales manager of Earl & Wilson, Troy, N. Y.

Elected Director in Campbell-Ewald Co.

J. Fred Woodruff has been elected a director of the Campbell-Ewald Company, Detroit. He has been manager of the agency's copy department for three years.



BUCKEYE COVERS, because they are made in great quantities under exceptional manufacturing conditions, are an essential factor in the National economies that are being effected through the wider use of Direct Advertising. Pound for pound, they represent a lower consumption of coal, labor and transportation than any other papers of equal quality and utility.

BUCKEYE COVERS outsell all other brands combined, because printers and advertisers have found them *best regardless of price* for most Direct Advertisements.

THE BECKETT PAPER COMPANY

MAKERS OF GOOD PAPER

In Hamilton, Ohio, since 1848

Dealers in all Principal Cities

Member Paper Makers' Advertising Club

Stradley Kipp	Vincent Taylor
Frank Walters	George Mistler
James Livingston	John Edwards
Harry Boyle	John Hoch
Joseph McFadden	John Hogelar
Chris Alwards	William Materson
Charles Stedleman	John Smith
Fred Stecher	William Smith
James Dougherty	Louis Bernauer
Wilbur Eickelberg	Charles Patterson
Heber Smith	Charles Madden
Cornelius Harvey	Thomas O'Neil
Daniel Rowman	Augustus Bressler
John Miller	Wallace Williamson
Fred Sundumier	Joseph Nulty
Earle Doyle	James McGrory
John Sparks	James McGrath
Harold Alley	John McKeon
Edward Smith	Bernard Fitzpatrick
Patrick Connors	John Douglas
John Barry	James Flynn
Victor Cerebone	John Murphy
John Riordan	Charles McCarthy
Cyril Bromley	John Walsh
William Behrens	John McKeon
Carlyle Montanye	Daniel Rubins
Godfrey Bock	James W. Morrow
Frederick Barth	Irving Lanning
Michael Lyons	John Miller
John Kelly	M. J. Donnelly

Each of these names represents a star on our Service Flag—and now that the armistice is signed, we'll welcome them all back to their old jobs.

More Than a Million Every Week

Harold Reynolds
Daniel Breen
Roy Hagman
Theodore Allen
Edwin Billmeyer
Harry La Vigne
Joseph McNearny
Madeline Thomas
Mark Wiseman
Raymond Devine
Henry Amundsen
Thomas Dolan
Harry Geist
William Atkinson
Elmer Payne
Michael Mullen
William Cook
Louis Hirt
Fred Ecker
Leo Bellandini
Ignatius Bonora
Francis C. Riley
Morgan T. Riley
John Wolfe
Peter Galvin
Samuel Kaplan
George Wood
Willis Donahue
William Soehler
Charles Bongiovi

Thomas Fenton
L. L. Northrup
Lester Reynolds
John Morris
Walter Curran
Patrick Kelley
Charles Fruehwirth
Joseph Mentz
Henry Cannon
Joseph Kelleher
Charles Whitfield
Harold Amos
Alexander Abramson
Joseph Klein
May Duke
Clara Paulson
Patrick J. Feerick
Joseph Murray
Edmund Sealander
Thomas Brosnan
Theo. Lee Brantly
W. L. Byrnes
Charles McGovern
David Cohn
Joseph A. Brennan
Richard McConnell
Elizabeth Smith
Fred Hooverman
Joseph Scupari
James Goodwin
Charles Mennon

Collier's

THE NATIONAL WEEKLY

52 Year
More Than a Million Every Week

How Aetna Life Advertises for Collections

The Method Does Not Give Offense, and to This Is Largely Due Its Success

By Clarence T. Hubbard

COLLECTIONS, like church steeples, are hard to build but once they are built a fine showing is made. In this respect the Aetna Life and Affiliated Companies of Hartford, Conn.—The Aetna Casualty & Surety Company and the Automobile Insurance Company—have made a splendid exhibition. This is due, perhaps, to the persistent efforts of Assistant Treasurer Charles H. Remington who applied the theory of "advertising for collections" successfully to the business of these companies.

With a premium income of over a million dollars a week it can be readily seen where these companies might develop collection problems, especially when the fact is taken into consideration that all items are given ninety days to mature in. Yet at the end of each fiscal year this organization practically cleans up every item outstanding, resulting in millions of backward dollars being rounded up by advertising persistently and with discretion for such premiums.

The publicity takes the form of folders, form letters, special magazines, novelties and all sorts of aids provided the thousands of "Aetna-izers" about the country for "warming-up" the delinquent. There is no dry, formal, cold-blooded dunning included in the plan but rather a vein of subtle humor is quite evident in each bit of publicity issued. For illustration, one of the best "coin baggers" proved a series of "stickers" well printed on colored coated paper. These stickers greeted the delinquent in his mail when upon opening the Aetna envelope he discovered the usual premium notice but with this bit of brightness attached:

"Early birds may catch the worms,
Bees may gather honey;
But *our* job (with your good help)
Is—to get this money."

Or a neat purple "sticker" surrounded in a border of white might carry these words:

"It's wise, no doubt, to settle down
And love your neighbors:—*but*
The man who makes a hit with us
Is he who settles *up*."

One of the most effective recent stunts was the "Uncle Sam Sticker." This was a small enclosure measuring about four inches by two and printed in red and blue colors with a picture of Uncle Sam at the top holding an armful of essentials and right before him a pile of "unpaid bills." Burdened with his load Uncle Sam exclaimed: "Oh gosh! where'll I find room for those non-essentials?" Then beneath came this text: "Every time it becomes necessary to send out another bill, it makes more work for Uncle Sam, who is overworked now. Won't you send your check at once and make another bill unnecessary?"

CARTOON ENCLOSURES SPEED COLLECTIONS

To vary the appeal a large assortment of "cartoon pasters" are distributed to the various field agents and representatives for attaching to premium notices. One of the most productive cartoons in miniature was one depicting a man running down the street in hot haste with these words: "Movie of a man going to pay his premium. Could it by chance be you???" Another showed a band in waiting with the appeal: "We are waiting for your premium."

Aside from these reminders a

constant campaign of advertising is waged on behalf of "Collection Pep"—a brand which all Aetna agents are given to understand they must possess. This advertising prompts the managers and general agents to keep everlastingly at the broker and sub-agent for punctual payment. It furnishes inspiration. This is particularly true of the "sand letter," a printed letter sent to every Aetna agent in the country. Over the signature of President Morgan G. Bulkeley this text appeared, headed by a margin of real sand:

"Ever watch a big locomotive use sand as a starting ingredient on slippery rails? Ever notice how with sand on the track, the slippery wheels "bite" and grind and the train moves *forward*?

"There we have it—*Sand is useful as a help to motive power.*

"For example, the man who uses 'sand' when going after slow premium payers is the chap who collects the coin.

"The 'sandy' agent does not have to be either rude or crude. He does not make his request offensive or even distasteful to the policyholder. He simply *insists* along the right lines that the debt be paid—and it is.

"May I ask that you inject a little more 'sand' into your collection department, for you possess a 'collection department,' even though you are an individual worker. You have the 'sand' all right. Now sprinkle a little of it on those slippery collection rails and watch the wheels of success grip the surface and *land the premium money.*"

FACTS CLEARLY SET FORTH

One of the most persuasive folders proved to be a printed appeal in colors, well illustrated, and titled: "Where is my Wandering Coin Tonight?" As the agent opened the cover he found in part this text:

"Sort of an interesting thought, isn't it?

"Where is my wandering coin to-night? Where will it be tomorrow? What is the 'other fellow' doing with it right now?

"Mr. Aetnaman, have you ever felt this way about the premium money that's owed you: money that isn't doing *you* or *us* one bit of good? Money that's yours and you haven't got? Wandering coin that isn't paying you interest?

"Why let the 'other fellow' spend your money or have the use of it? Get that 'Wandering Coin' in out of the wet—*to-day.*"

Another popular circular appeared printed in blue colors under the caption of "Passing The Hat." An attractive cover in color, illustrating a darky parson peering into the collection hat, started things off with this copy following:

"We would like to remind you that, while the colored gentleman's church probably carried an overhead expense, it was nothing compared with the overhead we have to maintain, our business being the insuring of things for this world and not for the life eternal.

"Therefore, the Collection Department here in Hartford must insist on a little more hearty response if we are to continue to issue policies and assume risks for our multitude of policy holders.

"We must, therefore ask you to assume full responsibility for the collection of all premiums now due, pointing out to policy holders that their responsibility begins where yours, as a writer of the policy, ends."

Folders of this sort, periodically sent the agent for distribution to the sub-agent, and others, firmly instill the important idea in each representative that all premiums must be collected and reasons pleasantly set forth as to why they should. To extend further the principle, assistant treasurer Remington keeps in personal touch with all representatives by means of form letters over his actual signature and dwelling on the importance of getting in all premiums before the ninety-day limit is up. These letters are typed on tinted bond papers and coming straight from a high official root the idea of punctual payment still

more deeply in the minds of the agents. Following is an extract from one of the latest letters coming from Mr. Remington's office—letters that produced the results intended as proved in the company's annual statement and also in the interesting file of "come back" letters received from Aetna representatives:

"Somewhere in September.

"Dear Sir:

"What sort of luck did you have on your vacation?

"Did you collect a few yards of good old summer tan? Perhaps, instead, you accumulated a little more muscle or a basket or two of fish? Or maybe you landed in one of those summer places where a feminine jury holds forth in daily sessions to pass verdicts on all actions ranging from war discussions up to the way you happen to fox-trot. Some life, these vacations.

"But they are great 'pep' accumulators. Yes sir—when you hit the old office after a couple of weeks in the mountains, or down at the shore, or out on the links, you just naturally come back sprinkling pepper all 'round the place. You can't help it, that's all. A vacation is a wonderful 'collection experience.'

"All this time that you have been collecting fresh energy away from the paper and ink your assured have been out fighting the collar and tie, too, leaving their dollars behind to collect a good layer of dust. In fact this past summer has been a good vacation period for dollars—no real drag has been pulled over them from any source. Everyone has had a good chance to garner up a supply for fall and winter uses.

"And it's going to be a busy winter! You can put that in your book. The call for money will leave long and lasting echoes. You will need all the commission money you can get. Your company—the Aetna Life and Affiliated Companies—will need its usual amount and a little more—quite a little when considering that the price of insurance is about

the only thing that hasn't been raised. Agreeing then that we are both out for that much needed coin let us start tugging now for the backward dollars—let's call the vacation season over and get right down to ciphers on our outstanding collections. Let's—what do you say?

"We have had our vacations up here, thank you, and feel just full enough with pep to lend you any assistance you may need in putting the fall and winter crop of collections on a real basis of Aetna efficiency."

FINAL DRIVE IS SPIRITED

Supplementing these letters, folders and other accelerators, an intensive campaign is held each quarter of the year against all tardy payments. Particularly spirited and determined is the final drive running up to the last day in December when each and every outstanding item prior to October 1 is expected to be captured.

In fact every agent successfully accomplishing this task is admitted a heralded member of the Star Collection Club, an organization bearing an envious membership. Only those qualifying with an absolute clean-up are admitted and each member receives a handsome reward. Sometimes it is a gold pin, other times a gold fountain pen. Last year a bronze medallion with appropriate inscription and bearing the member's name was given each qualifying applicant, these medallions being on exhibition in all branch offices, general agents' and other representative's headquarters. This year a diary bound in leather covers and containing the candidate's name in gold will be presented, the diary being a specially prepared book enlivened with pertinent slogans of a humorous strain touching on collection results.

Keen rivalry exists for membership in this club and the annual enrollment runs into hundreds of names all of which are properly advertised in framed cartoons sent each office in which the mem-

bers' pictures are cleverly worked; through letters of commendation; mention in all of the company's business publications as well as in special announcements.

The last few weeks of the collection campaign each year are devoted almost entirely to publicity urging memberships to the Star Collection Club. Perhaps the best stimulus in this direction was a series of Aetna-grams each over the signatures of company officials. These "Aetna-grams" took the form of brief messages printed on telegraph blanks and embraced the importance of premium collections.

A specimen "gram" will be found in the words:

To Aetna-izers North, South, East, West.
EVERLASTINGLY

PUSH PUSH COLLECTIONS
The play is to get in every outstanding item dated

PRIOR TO OCTOBER 1st
On the Twenty-seventh day. Please don't delay.

TIME IS SHORT—MONEY TALKS
It will be a shame if you don't get in the game and Help Mr. Remington in this campaign

LOOSEN—UNBEND—KICKIN—FOR
A FRIEND EVERLASTINGLY

Such messages, direct from the officials themselves, served to bring a hearty response in premium money.

A publication entitled "Pep" is, as stated on its cover, "Published Reasonably Often and Devoted to Aetna Collection Interests." Filled with snappy articles and sprinkled with border cartoons, in keeping with the seasons, together with written experiences and advice from successful agents and company collectors, it makes a welcome and helpful publication serving further to perpetuate the company's collection principle. All this publicity, aside from spreading collection inspiration, has more or less of a general advertising value and many copies find their way with good effect into the hands of policy-holders and others. No better proof of the value of this plan can be found than in the annual statements of these companies under the heading Ledger Assets on a line reading: "Agents

Balances Prior to October First." If the amount is not represented by a goose-egg it is so insignificant that a magnifying glass is needed to observe it.

Collections have always been shadows in commercial transactions, leading to the abuse of credit. It is clearly evident that every effort devoted toward easing such problems, especially when carried on with a smile, is a worthy lever to good business in general.

Death of Nathaniel C. Fowler, Jr.

Nathaniel Clark Fowler, Jr., who became well known in advertising circles a quarter of a century ago, died in Boston last week, aged sixty years, after a lingering illness. He was born in Yarmouth, Mass., and lived in Boston a large part of his life.

In his early years Mr. Fowler entered the field of journalism, serving on the staffs of the Boston *Traveler* and *Commercial Bulletin*. In 1880 he founded the *Pittsfield Journal*, acting as editor and publisher, and in 1892 founded the *Worcester Light*. Then he turned his attention to advertising, founding in Boston the Fowler School of Advertising. He is said to have written more than 10,000 separate advertisements.

He was closely associated with the advertising of the Pope Manufacturing Company, manufacturer of Columbia bicycles, in the days when the popularity of the wheel was at its height. Also, he was author of the famous Prudential Insurance slogan, "The Prudential Has the Strength of Gibraltar."

Mr. Fowler was the author of several books, among them being "Fowler's Publicity," "How to Sell," and "Gumption," an autobiographical novel.

Pays Commission on All Agency Business

The MacLean Publishing Co., Toronto, publisher of a number of business papers and two magazines, has adopted the policy of paying commissions to advertising agencies on all business placed through them. Commissions have been paid on the two magazines for some time and also on advertising in the business papers originating outside of Canada but the new policy is to pay agencies for all business irrespective of its place of origin.

Joins "Printers' Ink" Staff

Frederick C. Kendall, assistant advertising manager of the Sherwin-Williams Company, Cleveland, has joined the editorial staff of PRINTERS' INK.

Commerce Bureau Has Plan for Division of Advertising

Will Ask Congress for Appropriation Which Would Enable It to Gather Information About Advertising Abroad, for Benefit of American Exporters—Report on South America Being Compiled

THE budget of the United States Bureau of Foreign and Domestic Commerce for the fiscal year beginning July 1, 1919, which is soon to be submitted for the approval of Congress, will contain an estimate for the establishment of a Division of Advertising. The immediate purpose of the new institution if established at this time will be to assist American advertisers who are entering the foreign advertising field without very definite knowledge of either mediums or copy.

In speaking of his request for an appropriation to pay the salary of a specialist in foreign advertising, Chief Burwell S. Cutler, of the Commerce Bureau, said: "The Bureau has been urged to establish a Division of Advertising, but up to the present time it has not been able to do more than collect miscellaneous data with reference to advertising mediums in certain foreign countries. Such a specialized field obviously requires the attention of an expert if it is to be of value."

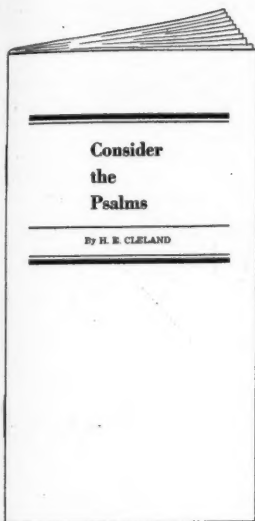
As a matter of fact, the traveling agents and special investigators of the Commerce Bureau have, incident to their investigations of the opportunities for American-made goods in various trade lines, rounded up a vast amount of information on advertising methods all over the world. Take, for example, the series of special reports now being issued on the subject of the markets for motor vehicles in various quarters of the globe. In each of these reports there is more or less reference to advertising methods, incident to salesmanship. The trouble is that there has been in the Bureau no machinery for amalga-

mating all the scattered references to advertising and especially a lack of facilities for rendering individual service in response to specific inquiries on advertising problems. It is hoped that the needed specialization on advertising could be attained through the instrumentality of a division such as is now projected.

Whether Congress will appropriate for a Division of Advertising will depend, of course, to some extent upon the support and endorsement given the recommendation by the advertising interests of the country. Sentiment on the subject in advertising circles may not have an opportunity to crystallize by the time Congress is called upon to vote on the budget. It is the feeling at Washington, however, that manufacturers and advertisers should be able to determine whether or not they care for advertising counsel from this quarter after perusal of the forthcoming special reports on advertising in South America which represent the fruit of the trip of Special Agent Sanger who has lately returned to this country.

This survey of Latin-American advertising which should be digested in the form of a printed report available some time during the year 1919, represents the initial venture of the Commerce Bureau in the direction of an investigation of advertising apart from the use of advertising in one isolated line of trade. Ordinarily a study of advertising conditions and opportunities, such as has just been completed, would be published with a separate publication for each country, but in order to submit the work accomplished, comprehensively, for a verdict on the part of the advertising public, the reports for the several South American countries will be grouped under one cover. If the Government's initial venture in advertising investigation receives any such approbation as is being accorded the progressive investigation of South American markets for paper, paper products and printing machinery, it will be assumed that a Division of Advertising has its work cut out for it.

Consider the Psalms!



—an address by Mr. H. E. Cleland, Advertising Counsel with the McGraw-Hill Publications; which received exceptional endorsement at the Convention recently held by the Associated Business Papers, at the Hotel Astor, New York.

The requests for this address in printed form became so numerous that a limited number have been printed, and are available upon request.

Those interested in the vital issues now before the man who has hitherto been "oversold" but who now confronts Peace and Reconstruction, will find a decided moral, and a practical recommendation, in this address.

McGRAW-HILL CO., Inc.

Tenth Ave., at Thirty-sixth St., New York

McGraw-Hill Publications

Member of Audit Bureau of Circulations

**Serve a Buying Power Aggregating
Billions of Dollars
Annually**

Power

Coal Age

American Machinist

Electric Railway Journal

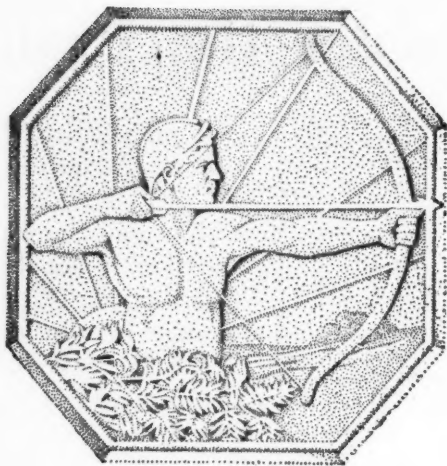
Engineering & Mining Journal

Electrical World

Electrical Merchandising

Engineering News-Record

Chemical & Metallurgical Engineering



Is your business ready?

England fought Napoleon for 20 years. Her war debt piled up to \$600,000,000. Economists said she would stagger for a century under this burden. But war had brought England a huge increase in industrial equipment. She owned the largest merchant marine afloat. With war-created assets, she won first place in world commerce.

Bismarck called Germany "a nation of house-servants." Then in quick

Blackman-Ross

ADVERTISING

succession Germany fought Denmark, Austria, France. From a loose-jointed confederation of petty states, she became overnight the industrial power of continental Europe.

Our own Civil War brought immense needs. To supply the armies, meat-packing expanded. Grain and flour mills sprung up. Steel organized. Railroads multiplied their rails. Rubber flourished. Petroleum boomed. Imagination and daring built big.

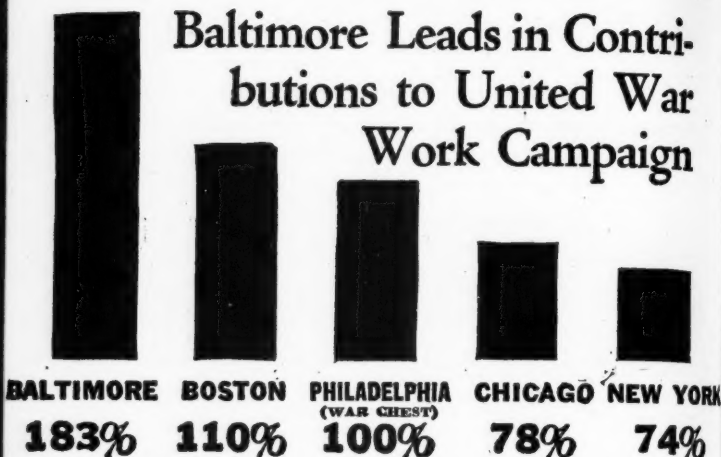
Japan was an unimportant Oriental Kingdom which had marked time for centuries. Her war with Russia greatly enlarged her supplies of coal and iron. Peace brought new industrial incentives. Ten years passed. Japanese shipping dominated the Pacific. Japan had taken her place among the foremost powers of the world.

War's industrial wheels slow down. Peace is here. She is not alone. New opportunities have come in with her.

Is your business ready?

ss
ING
Company New York
95 MADISON AVE.

Baltimore Leads in Contributions to United War Work Campaign



BALTIMORE raised \$2,103,398.42 during the brief time limits of the United War Work Campaign. This was an oversubscription of Baltimore's quota amounting to 191.06 per cent. Subscriptions were received from 138,608 persons, making the per capita contribution about \$15.10. Returns for the entire State of Maryland were almost equally as good, the returns showing a subscription of 178.31 per cent.

What does this mean to you, Mr. Advertiser?

It means that the people of Baltimore, thousand for thousand (based on their record as contributors) represent a greater purchasing power than the people of Boston, Philadelphia, Chicago or New York. It means that Baltimore industries are the go-ahead, peace-or-war kind, the least affected, of any of the big cities of the country, by the cessation of hostilities. And—this is what will interest YOU—it shows that Baltimoreans respond to advertising (Newspapers played a big part in putting over the United War Work program) 73% above the next highest and 109% better than the lowest of these five great cities!

In selling your goods in Baltimore, go after business like Baltimoreans go after United War Work subscriptions. Put your campaign on a BUSINESS basis—AVOID duplication and COVER BALTIMORE at the LOWEST RATE per thousand.

For MORE Maryland Business CONCENTRATE in

The Baltimore News

The Fastest Growing Baltimore Paper

Sunday NEWS circulation nearly doubles in two years!

October	Daily	Sunday
1918	112,112	117,036
1916	94,699	98,248
Gain	17,413—18%	18,788—19%

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

Frank A. Webb
Advertising Manager

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

"May We Answer?" Ask Page & Shaw

Certainly. And Here Is the Company's Reply to Mr. Varley's Accusations of Inconsistency.

By Page & Shaw

[EDITORIAL NOTE:—"Can a Manufacturer 'Get There' Without Advertising?" That was the title of an article by Harry Varley in PRINTERS' INK for November 21. The point was made that Page & Shaw proclaimed their disinclination to advertise and yet did advertise by excellent window displays and well-schemed advertising packages.

"O. E. D." dictated the letter that came with the article below. Our guess is that the initials stand for Otis Emerson Dunham, the managing director of the company. Mr. Dunham—if he is the author—certainly writes good copy. He also has the real advertising man's Johnny-on-the-spot appreciation of how to get under the wire with a piece of advertising which is also good editorial stuff. We know, of course, that advertising was farthest from his thought when he mentioned the quality of his goods so repeatedly and ingenuously. Nevertheless, if he isn't an advertising man, he ought to be. For he causes us to fracture a rule which requires us to censor out every claim that "our" goods are ab-sol-u-tely the best in the world.]

WE wish to reply to an article in your issue of November 21, picturing us as glorying in the fact that we do not have to advertise, and attributing to us a "peculiar state of mind" toward advertising, a "nearly hopeless misunderstanding" of what it is, and an "utter absurdity" of viewpoint concerning it. That Mr. Varley, the writer of the article, has taken no pains to acquaint himself with the conditions and purposes of our business before bestowing the courtesy of his critique upon us is perfectly apparent to anybody who knows anything about us; our answer, therefore, is principally to explain our position to those who do not.

Mr. Varley begins discordantly, as far as we are concerned, in the tenor of his remarks on the "express train to success," and in his assumption that success consists in a maximum volume of sales and a maximum wideness of distribution—is the "ultimate in selling." He probably thinks so. We do

not. We have never thought so. We have never wanted and have never sought a success of that kind.

We understand perfectly well that if we wish to attain much larger sales and bigger profits, we must greatly enlarge our facilities and advertise widely and persistently. We also know, which Mr. Varley probably does not know, that we could have doubled our business at any time during the last few years by merely meeting the demands upon it, without advertising it at all. We have never filled the immediately urgent market for Page and Shaw's, and what enlargements we have made have been made reluctantly, and only under extreme pressure. A strange ideal of "success," no doubt, to Mr. Varley, and many others, but we have good reason for it.

Indeed, the reason exists basically in Mr. Varley's own words. According to him, Page & Shaw are "makers of fine candy that is so good they have a right at least to claim it is the best in the world." We try to make it so, and hope it is. But has Mr. Varley stopped to consider why we have the right (if we have) to claim so? It is solely because our idea of success differs radically from his. It is because we are in business first of all to make the best candy, not the most sales or the biggest profits, and because we will not take one step forward toward greater sales or greater profits until we are assured that our product will be just as good, or better, when we do. We believe, and our experience confirms us in believing, that candy cannot be made as we make it and be marketed on a rapidly increasing scale under the strict limits of supply and crafts-

manship requisite to our grade of production. We trust that we show no undue assurance in presuming to rely on our own judgment of what those limits must be. We gauge our success by the character of what we manufacture, not by how much we sell, or at what profit.

When we say we have grown without advertising, we do not necessarily disparage advertising. Nor do we mean that we have grown without fitting up our stores consistently with our product, or without making our factory a beautiful and healthful place for men and women to work in, or without apprising our customers by means of booklets and other printed matter, and by window displays, exactly what they are buying and we are doing. When we say, "practically without advertising," we mean without such advertising as Mr. Varley is urging us forward to, with a complete indifference to our aims and needs, first by coaxing us with a plethoric vision of the golden harvest for candy makers under prohibition, and then by warning us with a sepulchral finger of an impending loss of trade to other firms, who advertise his way. In the course of a year we are approached by many advertising men. Almost without exception they express their surprise that we do "practically no advertising." Yet, when we say so, Mr. Varley rises in majestic turbulence, declares us "naive," and indignantly confutes us.

"Strange, all this difference there should be
"Twixt Tweedledum and Tweedledee."

If it ever becomes possible for us to supply a far greater clientele with Page & Shaw's than we could otherwise reach, then, of course, we shall use advertising "in its entirety," whether because of, or in spite of, our "peculiar state of mind." But as long as an expansion of our business means a sacrifice in the quality of our goods, we are going to continue leaning on our "fra-

gile staff," and shall buy no seat on the Publicity Express. If, for any reason, on the other hand, we are ever unable to make candy as well as we make it now, we shall not advertise, either in its entirety, or in any other way. We shall simply stop making candy.

Anything can be construed as advertising by an effort. A man advertises himself by washing his face, or by not washing it. But nobody washes his face premeditatively as advertising. We order our stores and show-windows, our factory and our boxes as we do, because we have an unashamed pride in our product and in our employees, and because by such means we can *make* candy better, not *sell* it better. Such will continue to be our aim and our chief endeavor. What advertising value it may have is, to our mind, purely incidental.

THE FAITHORN COMPANY

Not Incorporated

CHICAGO, November 30, 1918.

Editor of PRINTERS' INK:

In your last issue there was an article relative to the advantages of not advertising as applied to Page & Shaw, candy manufacturers.

Several years ago this company opened two stores in Chicago, one on LaSalle street and the other on Michigan avenue. I noticed some time ago that both of these stores have passed into the hands of different companies.

Personally I have purchased their goods considerably because I have visited in Boston when it was only possible to buy from them in Boston.

It would seem that the method of advertising only by word of mouth from the satisfied customer cannot be relied upon to carry good will so far from the "Hub." However, I have absolutely no information as to why these stores were abandoned by Page & Shaw.

W. F. FAITHORN.

We don't know why these stores were abandoned, but we are tempted to guess. It may be that Page & Shaw's candy, through word-of-mouth advertising, came into such quick and overwhelming demand that that company just threw up its hands and abandoned these stores, despairing of keeping up the marvellously high quality of the goods.—[Ed. PRINTERS' INK.]

Proposes Closer Banking Relations in Central America

Julé F. Brower, consul general for Guatemala and Honduras in Chicago, has presented to Chicago bankers a plan for organizing a foreign banking house to promote middle-western export business in South and Central America.

"My idea," said Mr. Brower, "is that the Illinois Banking Association and the Illinois Manufacturers' Association should have this bank to act for them in marketing the products of the manufacturers, assisting in the financing of these transactions and giving the necessary credit information.

"The bank should have established in the various commercial centres of the five Central American republics either agencies, branch banks, or well organized local banks, in which it will be interested, if it does not control; each one of which is to be managed by a competent manager from America, who will acquaint himself with local conditions and the financial standing of the various importers of those countries, together with their needs, and also be prepared to furnish information as to the exports of those countries and their production of raw materials, as well as the market prices and availability to market. When a representative from the Illinois Manufacturers' Association travels in those countries for the purpose of selling goods or buying raw materials his work would

be greatly facilitated and minimized.

"The members of the Illinois Bankers' Association can assist in financing these transactions by discounting these bills or dealing in the acceptances that cover them, and the exports from Latin-America to this and foreign countries."

Business Papers Active at Reconstruction Session

The Associated Business Papers, Inc., are publishing a daily paper at Atlantic City this week, to chronicle the events of the various sessions of the Reconstruction conference. The conference is in session on December 3, 4, 5 and 6 and the newspaper, entitled, "The Reconstruction Conference Daily," is being published at the request of the Chamber of Commerce of the United States, which is responsible for the series of meetings.

Approximately fifty men are required to issue the paper, owing to the fact that as many as forty meetings are in session simultaneously.

British Cocoa Maker Dies

Francis James Fry, chairman of the house of J. S. Fry & Sons, Limited, Bristol, England, passed away on November 15 in his eighty-fourth year. For nearly seventy years Mr. Fry has been prominently associated with this English house which has built up an extensive business in America through generous advertising.

The George L. Dyer Company 42 Broadway New York



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

Bargain Packages Form Outlet for Mail- Order Left-Overs

Based on the Fact that "Women Like a Bargain," this Mail-Order Concern Cleaned Up a Stock of Odds and Ends and Gained Good Will, Besides.

A MAIL-ORDER house dealing in women's specialties—laces, embroideries, neckwear, baby clothes and nursery articles, dress trimmings, novelties, etc.—found that each season there were many odds and ends left over which were perfectly good, but which they had no way of disposing of in the natural course of their business.

They decided to try making up bargain packages of these odds and ends and sending them out to their better customers, with a typewritten price-list (mailed separately with a letter) giving the original catalogue price of each article and the mark-down price, so that the woman could see for herself just how much she was saving. Some of the mark-downs represented deep cuts in the original price; others were only about 10 per cent reductions.

Each package was sent post-paid, and two days before it was mailed the letter and price-list referred to above were sent to the woman. The letter explained why the packages were made up and told her to invite her family and friends to look over the bargains after she had made her own selections and pick out any articles they liked, at the special prices, of course. The woman was directed to deduct the return postage on the package when she sent her remittance for the articles that she and her family and friends kept. It may be added here parenthetically that in several cases the women did not deduct the return postage but said they were glad to pay it.

Eighty-five bargain packages were made up and sent out. To the surprise of the originators of

the idea, only six of the eighty-five packages were returned untouched, and in two of these cases the women were led to order articles from the regular catalogue stock through seeing the quality of certain articles in the bargain package.

PRINTERS' INK is able to give all the facts and figures of this experiment: The mark-down value of the eighty-five packages was \$1,487.55. The total sales amounted to \$459.03. The average order, based on the seventy-nine packages which made the sales, was \$5.81. The average order, based on the total number of packages sent out, was \$5.40. The average postage, going and coming, was fifty-one cents. Only in one or two instances was the merchandise damaged.

Several women asked that additional bargain assortments be sent them at once, and these new packages brought in considerable revenue. Many women expressed their delight and asked that a bargain package be sent them each season. Only two out of the eighty-five expressed irritation that the package had been sent them unsolicited.

Seemingly, this proves again that women like a bargain sale, whether attended in person or shipped in a package.

U. S. and Argentine Publishers to Issue Magazine

The first issue of a new magazine in the Spanish language will be issued in January, entitled *La Nacion* Edition of *La Revista del Mundo*. The publication will be the result of co-operative effort on the part of *La Nacion*, a Buenos Aires daily newspaper, and Doubleday, Page & Co., New York. It will be circulated in Argentine, Uruguay and the southern part of Bolivia. *La Revista del Mundo*, the Spanish edition of the *World's Work*, will be continued as in the past, also in monthly form.

The new publishing alliance has been formed as one of the results of the visit to this country last summer of Dr. Jorge A. Mitre, editor of *Le Nacion*.

Harriman to Edit "Red Book"

Karl Edwin Harriman, managing editor of the *Ladies' Home Journal*, Philadelphia, will become editor of the *Red Book Magazine*, Chicago, December 16.

To the Members of the Association of National Advertisers:

To get your product

into the half-a-million homes
in the territory in and around

Philadelphia

you should use

The Dominant Newspaper

The Bulletin

The Philadelphia Bulletin's circulation reaches far beyond the highest point ever attained by a daily newspaper in the state of Pennsylvania, and is the third largest in the United States.

You can at one cost reach the greatest number of possible consumers in the Philadelphia territory each day by concentrating in the newspaper which dominates this field—

The Philadelphia Bulletin

November
Circulation

482,935

Copies
a Day

Good Times in Zanesville, Ohio

No community in the country will gain more in the change from War to Peace conditions than Zanesville, Ohio.

Zanesville had no munition factories, cantonments or other exclusively war industries.

Her iron and steel mills now have orders that will keep them busy for two years. Her glass factories are running three shifts with a clear track ahead. Her tile factories (the largest in the world) are choked with orders. Her big potteries are again in complete operation. Her brick plants are in full blast making road and building material. Her big railroad shops are expanding. Her agricultural implement and machinery plants are busy. Her coal fields are working at high pressure. Her oil operators are straining every nerve to increase production. New natural gas wells are being added. Coal, oil and gas leases and bumper crops at high prices are making the farmers wealthy, and additional men are being put to work daily in the factories, shops and mines.

Zanesville was busy during the war but not nearly so busy as she is now and will be during the reconstruction period. Her principal industries manufacture building and road-making materials, the demand for which is unlimited and will continue to increase.

This community of 100,000 population is thoroughly covered by The Times Recorder, which, with its 20,000 circulation goes into 19 of every 20 city homes and four of every five village and country homes, making the use of any other medium an unnecessary extravagance. Its space is sold at the very low price of three cents a line flat.

The Times Recorder is represented in the National Advertising field by Robert E. Ward, 225 Fifth Ave., New York City, and Mallers Building, Chicago.

"Successful Selling Necessitates an Expansion of Advertising," Says Waltham Watch Co.

Several Other Manufacturers Tell Their Peace Plans

AMONG the additional letters received by PRINTERS' INK during the past week outlining the reconstruction plans of various manufacturers, the most typical is from William Gray, president of Gray and Davis, Inc. He sums up his firm's immediate policy in these two pithy sentences:

"The plans of our company are to go back to our regular standard production of before the war, as quickly as possible.

"We have several new items to add to our present line, and we shall also advertise heavily to keep things moving."

Samuel P. Colt, president of the United States Rubber Company, tells us that "the interest of employees and employers is the same during the period of change from war to peace, and we shall co-operate in every way in all divisions of our company to prevent there being any tendency to too quickly release men employed on Government work. In fact, trade conditions in our line of business are such that no substantial shifting of our production should result in any of our people being out of employment."

Eldon B. Keith, treasurer of the Geo. E. Keith Company, the large shoe manufacturer, views the future with the heartiest confidence. He states:

"This company finds itself fortunately in such a position that in the main we believe we will be able to readjust our business from war to peace conditions without any very serious loss in depreciation of raw materials or prolonged period of idleness for our employees.

"Only about one-third of our product has been devoted to war purposes, so that our adjustment is somewhat easier than in other cases.

"As regards advertising, we have continued our advertising at full force during the period of the war, and are glad that we did so."

An admirable and faith-inspiring survey of the whole situation is given to us by Harry L. Brown, treasurer of the Waltham Watch Company. Here is what he says:

"Replying to your letter inquiring into the principles which will influence our attitude toward the problems of after-the-war-reconstruction, we can of course speak only from our own viewpoint, although we assume that in the main our status is similar to that of other American manufacturers.

"The war has brought an unprecedented demand for high-class timepieces, not only from the Allied governments, but from individuals as well. Pocket watches, chronometers, airplane clocks, deck clocks and wrist watches have all called upon us to stimulate our production facilities to the utmost.

"One of the most pleasing signs has been the high conception of quality which necessity has seemed to instill into the minds of our customers. Accurate time has always been a prime requisite of successful warfare. But now, business houses and individuals have also come to consider it equally important.

HIGH HOPES FOR THE FUTURE

"As to the future, our attitude is optimistic. No doubt, great problems will present themselves during the months to come, but we look toward them with a feeling of confidence that they will adjust themselves to the benefit of all concerned.

"Raw materials in some lines may be scarce, but American business has set a new standard for

itself. What formerly seemed to be impossible of accomplishment has become under the stress of circumstances, comparatively easy of solution.

"Industry is now so organized as to be able to produce in great quantities. So to produce—and thereby absorb the laboring class at high wages—means successful selling. And successful selling necessitates an expansion of advertising plans in order that any one manufacturer may hold his own against the sharp competition which is soon to confront us all.

"Epitomizing the whole situation as it appeals to us as representative of the watch industry, we would say that the higher level of prices will maintain for a long time to come, as the demand for superior timepieces such as we make is still far greater than the supply.

"These prices will be held up because of our own labor costs and because manufacturers from whom we obtain raw materials must look the facts in the face the same as we do—namely, that labor has grown accustomed to high wages and will expect to earn them in the future in order to live happily under the prevailing regime of high costs.

"Our belief is that patriotism—combined with the actual need of skilled help—will assure the welcome back to his old job of any soldier whose military experience has not served to divert his thoughts and ambitions into other channels."

And this comes from Libby, McNeill and Libby:

"Inasmuch as we are canners of food products, our feeling is that we will have no difficulty in running all our factories to capacity for some time to come. Although we will not have as many soldiers and sailors to feed next year as was anticipated, we will have to feed a world that is on the verge of starvation, and it seems to us that no matter how much food is produced in this country next year, there will not be enough.

"Certainly we shall not decrease our advertising, but it is too early

to say what our plans really are."

Edward H. Broadwell, general manager of the Fisk Rubber Company, says that it will be some months before the motor industry can get fully under way. He adds, however: "but when it does start it should be greater than ever because of its tremendous need in the development of our cities and country as a means of transportation, for motor cars furnish transportation whether it be goods or individuals, and as that industry progresses so will everything else, because the old theory of dependency one on another is forever traveling in an endless chain where industries are concerned."

The Gorham Mfg. Co. tells us that it is "completing our contracts and preparing to return to normal conditions in our regular trade of silversmiths and goldsmiths."

And concluding this series of letters, the Carborundum Company tells us:

"It is our plan to keep our plant going to its fullest capacity, which can only be done by re-engaging such of our men as return from military service. Up to this time we have been chronically short of men, and our only hope of filling our departments is in re-engaging these men which we will most gladly do.

"Up to now our plans as far as advertising is concerned call for a continuance in some thirty-eight trade papers. During the past six months we have not appeared in these publications, but beginning in January we will come back strong."

Maxwell Droke With Palmolive

Maxwell Droke has been placed in charge of the dealer's service department of the Palmolive Company, Milwaukee. He has been engaged in advertising work in Indianapolis and at various points in the South.

Canadian Pork Packers Plan Advertising

Mathews-Blackwell, Ltd., Toronto pork packers, have placed their advertising account with the agency of A. McKim, Ltd. An extensive campaign is planned for 1919.

Judging a Newspaper's Value to the Advertiser

By W. R. Hotchkiss

10 years Advertising Manager for John Wanamaker, New York

WHEN a man goes to the newsstand to buy a newspaper to read, he will select the one that best meets his own individual taste in the way it serves up the news, supplies features of interest, and also in its editorial policies and opinions.

But the advertiser who wishes to sell goods for himself or his client, gives little consideration to his own personal likes and dislikes. He is infinitely more interested in discovering HOW THE PUBLIC LIKES each newspaper.

The merchant who fills his stock with gowns and suits that he would like to see worn by his own wife, or mother, will never be able to pay his advertising bills. The merchant who makes a big success is infinitely more interested in selecting goods THAT HIS CUSTOMERS LIKE—the goods that hundreds, thousands, or hundreds of thousands will buy.

So the clever advertiser spends most of his appropriation in the newspaper THAT MOST PEOPLE READ—so that he may secure the most people as customers.

This study of most valuable advertising mediums is one of the most vital problems of the man who is spending his own money, or his employer's money TO SELL GOODS.

It is easy to start the list, for no wise advertiser ever starts his list with any newspaper except the one with LARGEST CIRCULATION; for he knows that largest circulation is never secured by any newspaper except the one that continuously publishes news and features that are most desired by the largest number of people.

In judging the VALUE of a newspaper, the Local Advertiser has a very great advantage over the National Advertiser, for, every day, he has the opportunity to MEASURE THE DIRECT RETURNS from his advertising. Year

in and year out, the local advertiser is testing and judging the pulling power of newspapers. Of course, many tests are unsatisfactory, and many conditions interfere with results; but the year-in-and-year-out evidence eventually tells definite truth. This becomes positive and indisputable FACT when it is corroborated by the experience of hundreds of other advertisers.

Hence the shrewd National Advertiser knows that the most reliable proof of the advertising value of a newspaper is presented by the comparative records of the LOCAL DISPLAY ADVERTISING of all newspapers, over some considerable period of time.

One local advertiser—even a very large user of space—may be very wrong in his judgment—he may have serious prejudices—he may dislike a newspaper's politics or appearance—he may have a rate fight with the newspaper. Ten, or more advertisers might not be using a newspaper as they should, for some such reason. Hence individual opinions are not always reliable.

BUT THE CUMULATIVE EVIDENCE OF ALL LOCAL ADVERTISERS, as sincerely spoken by their year-in-and-year-out EXPENDITURE OF MONEY in the newspaper, and tabulated by the LOCAL DISPLAY ADVERTISING RECORDS, is the one definitely convincing piece of evidence upon which the National Advertiser can direct the buying of his space, with the positive knowledge that he is securing the biggest value and the largest amount of sales, for the money spent in that community.

And who are the Local Advertisers who know most about what newspapers pay best?

- 1st. The Dry Goods or Department Stores—
- 2nd. The Specialty Shops, selling Women's Wear—
- 3rd. The Men's Clothing and Furnishings Stores—
- 4th. The Shoe Stores—
- 5th. The Piano, Victrola and Phonograph Stores—
- 6th. The Furniture Stores.

In many other lines it is not possible to trace results with any such definiteness; but THESE ADVERTISERS KNOW.

On the next two pages following will be found a tabulation of advertising figures that show exactly how the Local Advertisers size up the evening newspapers in New York City:

(Advertisement)

Local Display Advertising Record

IN AGATE LINES DURING THE

TEN (10) MONTHS ENDING OCTOBER 31, 1918

(FROM DATA AS COMPILED BY THE STATISTICAL DEPARTMENT OF THE N. Y. EVENING POST)

Evening Journal	Evening Sun	Evening Globe	Evening World	Evening Mail	Evening Post
4,793,598	3,364,638	3,310,490	3,095,462	2,803,513	2,036,995

The Evening Journal GAINED During This Period 316,638 Lines

Lineage Printed by Each Newspaper in Wearing Apparel and Home Furnishings

Dry Goods		Women's Wear		Musical Instruments	
Journal	2,543,105	Journal	595,022	Journal	265,251
Globe	1,943,783	Eve. World	367,291	Eve. Sun	102,733
Eve. Sun	1,838,294	Globe	313,174	Post	93,675

Furniture

Men's Wear

Globe	1,943,783	Eve. World	367,291	Eve. Sun	102,733
Eve. Sun	1,838,294	Globe	313,174	Post	93,675

Boots and Shoes

Journal	168,189
Eve. World	106,277
Eve. Sun	68,199
Globe	33,608
Mail	19,555
Post	5,777

Men's Wear

Journal	453,010
Eve. Sun	164,135
Globe	149,105
Eve. World	138,103
Mail	120,887
Post	39,117

Furniture

Journal	204,050
Eve. World	168,757
Eve. Sun	37,403
Mail	33,229
Post	29,152
Globe	16,346

THE DAILY AVERAGE NET PAID CIRCULATION OF THE

NEW YORK EVENING JOURNAL

FOR THE WEEK ENDING NOVEMBER 16TH WAS

733,001

ALL AT 2 CENTS A COPY

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS

Your Good Name

Here is a lesson for trademark owners that should be learned before it is needed:

People forget!

When they ask for your product and learn that it has "enlisted for the duration of the war," they say

"Fine!" And they mean it too, because they are full of patriotism and pep. But—

People forget!

They forget because they were not made to remember, not because they want to forget.

They forget your good name because they are reminded of some other good name at a time when remembering yours should be easy.

People forget—if you let them.

The Daily News

First in Chicago

Have You an Inventions Department in Your Business?

Inventions to Enable Labor to Earn the Largest Possible Pay—Relation to Labor Shortage

By Lawrence Langner

Member of Patents and Trade-Marks Committee of the American Manufacturers' Export Association

WE have before us not only the task of feeding the world for some time to come, but also of increased industrial production in the face of reduced labor supply and loss of materials and machinery. It may be safely predicted that these problems cannot be fully solved unless every manufacturing organization in this country will actively engage itself in inventive development work, with a view to evolving machinery and methods which will save labor and reduce production time and costs.

The cancellation of Government contracts now taking place will leave many a splendidly equipped factory idle, unless some new product is manufactured in place of the war materials formerly produced. Far-seeing manufacturers, during the war, have kept their eyes open for advantageous propositions, and are now in a position to keep their factories busy with the manufacture of new articles, but those who have not looked so far ahead will find that there are many products invented before or during the war for which there is now likely to be a large demand, and which will well repay the effort and money needed to place them on the market.

The high wage conditions now prevailing make it imperative for our manufacturers to require the utmost efficiency from labor, so that the worker may be more productive and therefore entitled to greater remuneration than before the war. It is generally recognized that the threatening industrial unrest can be averted only by the greater co-operation between capital and labor, and the

development of labor-saving machinery which will make the worker even more productive on an eight-hour basis than he was formerly on a ten-hour basis, will undoubtedly help to solve the labor question a great deal more satisfactorily than a violent conflict, which may lead to strikes and bloodshed.

The necessity of getting more food from the land with less labor, indicates a field for inventive development now opened up as never before. The loss of male population actually engaged in agriculture in this country and all over Europe calls for the production of power-driven farm machinery and implements which will enable the male farm worker to cultivate a considerably greater acreage than heretofore.

INVENTIONS AND THE REHABILITATION OF EUROPE

We have very prominently before us at this time the duty of rehabilitating our Allies on a peace footing, a duty which we alone can perform. While the industries of Great Britain and France, so far as inventive development is concerned, have stood still from the year 1914 to the year 1918, the industries of America have marched forward from 1914 to 1917 at an accelerated pace, because during that time there was not only the stimulus in our industries to supply our own market, but also the markets of the rest of the world, so that inventions relating to labor-saving devices became relatively more profitable than ever before. When our Allies remobilize their industries, it is obvious that they will

not install machines of an obsolete type—machines of the type which were in use in the year 1914—when thoroughly up-to-date machinery containing the most modern inventive developments can be obtained from the United States.

Probably at no time in the history of our relations with Europe will American labor-saving machinery be in such great demand as in the period of reconstruction. Labor in Europe, prior to the war, was only a minor factor in the cost of production, as compared with labor costs in the United States. The war has completely changed this. European labor conditions, so far as wages are concerned, now more nearly approximate those of the United States, and in order to reduce labor costs, or render it more productive, the demand for American labor-saving machinery will obviously be greater than heretofore.

The great task of rehabilitating our Allies must be completed before normal international competition is restored, because our manufacturers, knowing how much France and England have borne the burden of the great struggle, will not carry on a policy of cut-throat competition with the manufacturers of those countries at a time when they seek our assistance to recover from the blows which have fallen upon them. It is not only ethical considerations that are here involved, since it is apparent that, as our Allies are likely to be our best customers after the war, their prosperity is almost as important for us as our own prosperity. Our first duty must therefore be to assist them in returning to a basis where they may enjoy their fair share of the trade and prosperity of the world, and this task accomplished, then the entire domain of foreign commerce will be open to us as never before. For the second time in our history, an American mercantile marine will carry our manufactures and products to the furthest corners of the earth. Our

dominance in foreign trade, however, will depend largely upon whether, by inventive development, we are able to reduce our manufacturing costs so as to be able to sell our goods abroad in competition with the rest of the world.

WHAT OUR PATENT SYSTEM HAS ACCOMPLISHED

The words have not been put on paper which show how much our great nation owes to its patent system for the enormous development of its industries which has taken place in the last fifty years. Only those who have known and studied the patent systems of other countries are in a position to realize how adequately in its main essentials, our system has met the growing needs of a nation, the inventive genius of which is second to none. If, during the war, our patent system has been to some extent pressed into the background by the exigencies of the situation, let no one assume that in times of peace, our industries would progress to the extent that they have done heretofore without the stimulation of our patent system.

Thanks to the protection which is given our inventors at a relatively low cost, our patent system readily lends itself to the use of patents by way of insurance upon the capital invested in a manufacturing industry. The manufacturing concern which is doing a large business to-day cannot expect to hold that business to-morrow if it does not progressively keep abreast of the times by the development of new inventions. A corporation may represent an investment of millions of dollars, and may employ a large number of workers, yet if it fails to invest annually in the development of inventions and their proper patent protection, it is at the mercy of a small competing concern that has adopted an aggressive development policy, and brings out a product which is cheaper, better or more efficient. This fact has been recognized to such an extent that the majority

of our large corporations have for years past maintained the finest development departments and experimental laboratories, to which the greatest possible care and attention has been given. Money spent in this development, and the accompanying patent protection, is clearly to be regarded as insurance upon the capital invested in the business, since it insures that the concern in question will retain its lead in the forefront of the industry, and will not be outclassed by its competitors.

These large corporations are awake to the situation to a far greater degree than the smaller concerns, and it is to these concerns that the use of patents as an insurance for the maintenance of the growth of their establishments may present itself as novel. No matter how small the concern, the policy of developing inventions in the manufacturing line in which the firm is interested, cannot fail to be of value. If it does not result in the growth of the concern, due to the development of some new improvement in the industry, it will at least keep it abreast of the industry, and in no case will it cause it to fall behind. The magic phrase, "Development Department" should appear on a door in every manufacturing concern throughout the country. Its effect is to stimulate the imagination of all those working in that particular shop or factory, to bring to their attention the fact that there is such a thing as development, that the article which is being made can be improved, and that nothing in industry has achieved its final form. The knowledge that the employer is interested in the development of new products, or improvements in methods of making old products, is sufficient to create an interest which will, in many cases, be fruitful of results of lasting value to the concern which adopts this modern policy.

WHAT IS A PATENT POLICY?

Hand in hand with a definite invention policy, there must go a definite patent policy. No manu-

facturer to-day can afford to engage in business without knowing the patent situation as it has reference to his business. There is no such thing as a manufacturing business which has no relation to a patent situation. If conditions in the industry appear to be stable, they are always likely to be upset, and the up-to-date manufacturer takes no chances. If there is going to be any upsetting as the result of a patent situation, he does not want to be the victim. For this reason, in order to satisfy himself as to the lines in which possible development may take place, the go-ahead manufacturer has to take into consideration the trend of development which is shown by the issued patents in his particular line of industry. By reference to the conditions in the industry and the direction of patenting, a patent lawyer, who has had the necessary business experience, is often in a position to suggest lines of development which offer a field of monopoly, while supplying a public need, and to head off a manufacturer from a field which is liable to be monopolized by a competitor.

It is essential for manufacturers to realize that they must regard the patent lawyer as a business adviser, no less than as a patent adviser. Many industries to-day are under the management of men who have acted, or still act, as the patent advisers of the concern. The Westinghouse Electric Company, The United States Rubber Company, and the General Electric Company, all number such men among their officers. No important step is taken by any progressive and active manufacturing corporation of such calibre except upon consultation with the men who understand the patent situation.

The necessity for close co-operation between the development department, the business department and the patent lawyer, has resulted, in many cases, in the formation of patent departments, and the majority of our largest corporations employ a corps of

patent lawyers working in close touch with the policies of the company, and assisting in the formulation of these policies as the work of development progresses. Among such concerns may be mentioned The General Electric Company, Westinghouse Electric Company, International Harvester Company, National Cash Register Company, Dayton Engineering Laboratories Company, Remy Electric Company, Toledo Scale Company, Allis-Chalmers Company, Cutler-Hammer Company, National Carbon Company, U. S. Light & Heat Corporation, Curtiss Engineering Corporation, Singer Manufacturing Company, U. S. Rubber Company, Goodyear Rubber Company, B. F. Goodrich Company, Firestone Tire & Rubber Company, Packard Motor Car Co., General Motors Corporation, Willys-Overland Company, Hydraulic Pressed Steel Company, Victor Talking Machine Company, S. S. White Dental Supply Company, Union Special Machine Company, Automatic Telephone Company, Western Electric Company, Kellogg Switchboard and Supply Company, Aeolian Company, Todd Protograph Company, Eastman Kodak Company, North East Electric Company, etc., etc.

The mere fact of having experts actively engaged in watching the development of the patent situation as it affects the industry creates an internal stimulus to invention which is extremely valuable in increasing the inventive activity of the development department.

Of course, it is only the very largest concerns that can afford a patent department, and it is neither good policy nor good practice to replace a good outside lawyer by a poor patent department. Practically the same results may be obtained for smaller concerns by securing the interest of an able patent lawyer on the basis of a retaining fee, the manufacturing concern requiring the patent lawyer to give one or more days a week attending to the business of the company, such

as reporting upon the patents which issue to competitors each week, and upon the development work which is being done in the concern.

A compromise between the two methods is often effected by employing a patent lawyer who co-operates with an employee of the corporation who has direct charge of patent matters arising in the corporation.

The agents of many large European concerns are now in this country looking for new inventions to be put in operation or manufactured on the other side, as soon as industrial mobilization is well under way. Many concerns in this country have made reciprocal arrangements with European concerns, whereby the inventions developed in the one concern are made available to the other, as a result of which the American concern gets the advantage of the development work done in Europe, as well as in this country. European patents may, therefore, be regarded as having a greatly enhanced value at this time.

OPTIMISM IS JUSTIFIABLE

If our manufacturers will all bend their efforts to creating new methods of production and labor-saving machinery, it is not going too far to say that we shall be able to recover rapidly from the war, the greatest calamity which has befallen humanity.

All over the world there is an eagerness to rebuild, to recreate—an impulse which finds its greatest stimulus in this country, whose peoples and industries have suffered least of all. It is the duty of those in a position to do so, to direct this impulse constructively into channels of greatest productivity, and in none will efforts be more amply repaid than in that of inventive development.

Penny on New York "World"

Carl Park Penny, who has been advertising manager of the *Current History Magazine* of the New York Times, has joined the staff of the New York *World*.

"More Than A Million"

Net paid circulation
of the Sunday

New York American

for the last three weeks:

November 17th	- -	1,022,390
November 24th	- -	1,028,109
December 1st	- -	1,024,077

These successive "*more than a million*" sales days make it a reasonable conclusion that the New York AMERICAN circulation on Sundays is stabilized at

"More Than A Million"

Frank Ober

Editor of Association Men

is on his way overseas to greet Y. M. C. A. workers and to get from them, first-hand, some of the wonderful stories that he knows they can tell and which have never been printed.

The half of what the Y. M. C. A. has been doing overseas has never been told. Nobody knows this better than Frank Ober.

Association Men has printed many wonderful stories during the past two years—many of them written by Y. M. C. A. workers overseas, who snatched a little time now and then to send back home heartening messages, but the men, in the main, have been too busy with their work to write articles for publication. All that most of them could do was to write letters to their families and intimate personal friends.

Going "over there" to meet the boys is typical of Frank Ober. He does not propose to wait for them to return. He knows their work from now on will be even more exacting than it was during the fighting period. The soldiers with idle time on their hands, awaiting their turn to come back home, need the assistance of the Y. M. C. A. in keeping them contented and cheerful and hopeful.

The people of the United States have turned over to the Y. M. C. A. about \$120,000,000 to be spent in fitting the soldiers for their return to their duties as citizens. They are to be entertained, kept comfortable, and helped to sustain the fine morale which dominated them as fighters. They are to be trained for the vocations they

are to take up when they resume their work back home. They will be taught through training schools the things that will qualify them for efficient service in any of the various lines they will adopt. They will be assisted to come back as clean, capable men.

The Y. M. C. A. is going to give a great deal of time to rehabilitating men who have been prisoners of war. Frank Ober wants to be on the ground. He wants to see first-hand how this great work is carried on. Then, through the trained writers he will impress into service, readers of Association Men will be told all about it. Association Men, you know, is the voice of the Y. M. C. A.—yes, and of the people who believe in and back the Y. M. C. A.

Association Men tries to measure up to what its readers expect of it in editorials, in news, and in advertisements—and it comes so near perfection in their eyes that they give us wonderful encouragement and they also give a wonderful response to the advertisers—which makes their advertisements very profitable.

We wish our friend and Editor, Frank Ober, God-speed on his journey overseas and trust that he will come back so filled up with good things to print in Association Men that the circulation will keep steadily increasing—which will mean for us still more advertising and for our advertisers still greater opportunities.



The Red-Triangle Magazine

F. C. Freeman, Business Mgr. A. P. Opdyke, Adv. Mgr.

347 Madison Avenue, New York

Chicago Office: 19 S. La Salle Street

C. L. Emrich

R. G. McHenry



Elimination of Waste

WITH an output exceeding anything deemed possible, American manufacturers probably have done more to eliminate waste in the last two years than in all preceding time.

They call on every resource of highly specialized science. They trust nothing to the old haphazard men or methods.

With the return to general markets, Advertising is a tool that Business will use to a greater extent than ever.

To meet the great opportunity, the knowledge of long experience, and the resources of a big organization are vital. Only by such insurance can the largest results be secured—with the elimination of waste.

Critchfield & Company offer you more than a quarter of a century's experience in every field—and a *big* organization.

Let us confer with you on your advertising for the home and foreign markets.

Critchfield & COMPANY

CHICAGO

DETROIT

NEW YORK

MINNEAPOLIS

BOSTON

Will War Goods Be Thrown on the Peace Market?

Manufacturers Presented with a Delicate Situation

SUDDENLY released, to their infinite relief, from the restrictions of Government control, many manufacturers may be prone to give less heed than the occasion warrants to the influence upon trade in general of the cancellation of the war contracts of the United States and the Allies. With cancellations by the War Department alone aggregating upward of one and one-half billion dollars and with more to come, it is impossible to ignore the magnitude of the operation, but its far-reaching effects may escape the notice of the very business man who is most solicitous lest merchandise manufactured in Europe during the war be "dumped" upon the American market.

Although General Pershing is cancelling contracts right and left at European supply sources, American business men are chiefly concerned, or at least are immediately concerned, by the cancellations here in the United States. Such are the needs of the Old World for reconstruction purposes that it is expected that she will absorb all commodities dumped on the commercial market there by reason of the ending of the war. Indeed, it is not anticipated that any American-made equipment for the A. E. F. will be returned to this side whatever the surplus may be. Europe will be glad to take the remnant of the 2,000,000 pairs of rubber boots that Uncle Sam now has in stock just as she will be glad to take the horses and mules and locomotives that the overseas force has on hand when the job is definitely done.

In the United States the situation with respect to the carry-over stock is going to be very different.

Bearing in mind that every individual case is a law unto itself, it may nevertheless be said that in a general way the disposition is

for the Government to authorize the completion of two classes of contracts. One class comprises the orders which are in process or upon which work is well advanced. The other comprises work which may be in its earlier stages but on which the manufacturer would like Uncle Sam to carry on because he does not see any commercial outlet for the goods. For example, the Government has orders out for a considerable number of very large motor trucks which are too heavy to find ready sale in the commercial market. In the cancellation of any contract, the War Industries Board, acting in an advisory capacity to a special bureau that has been created at the War Department to conduct cancellations, is supposed to take into account the effect of cancellation upon an industry, upon labor conditions and upon the welfare of the community where work should be halted, but even with all such factors devoid of influence there remains the big question of whether Uncle Sam "can use the stuff himself"—a conundrum that is difficult to answer at Washington until Congress settles the question of universal service and how large a standing army the nation is to have.

WHAT WILL BECOME OF THESE GOODS?

From the standpoint of general business, however, the big interrogation point rises in the quarter occupied by the manufacturers who have on hand material for Government orders but who had not commenced work on their executed contracts when the end came. The fact that the War Department had such contracts totalling more than \$700,000,000 will indicate that business has a very real problem right here. Under the system of adjustments that is

being followed, most of this material is being left in the hands of the manufacturers. In not a few instances the manufacturer obtained the material at a lower price, in the first place, than rules in the open market, because he was enabled to buy via Government channels under a price-fixing arrangement for huge purchases. On top of that, there now comes an "adjustment" which in effect still further reduces the price of this material to the manufacturer. Now what policy will he pursue when he works this up for the commercial market—will or will he not cut advertised prices as he can do if he bases his selling prices on actual cost?

These are the questions that are being anxiously asked of Washington by the competitors of the war contractors. In answer, it may be stated that few of the released contractors, who have indicated their future policies, are disposed to go as far as they could in price cutting merely for the temporary advantage of getting the business now in sight. They recognize, most of them, that there would surely come a day of reckoning when there had been exhausted the stocks of material that came to them at low prices, thanks to the Government adjustment.

It is, however, the judgment of some of the manufacturers who thus have the market on the hip that they will be justified in shading prices somewhat under current quotations. They realize that there is a certain element of a gamble in this but their logic is that prices on material in the open market are bound to recede to some extent and that this recession will have progressed far enough by the time that their present stocks are exhausted to allow them to replenish and yet hold to the lower selling prices that they have made.

There is a feeling in Government circles, however, that when it comes to the disposition of Uncle Sam's own surplus stocks there must be risked no procedure that would facilitate price

cutting or tend to demoralize industry. For that reason there is a sentiment, that if it is decided, for example, to turn the Government's surplus wool stocks to civilian uses it will be advisable not to hold auctions but to distribute the supply at successive, decreasing, fixed prices. An interesting question that remains to be settled is whether any restrictions will be placed upon the exploitation in advertising of the fact that goods offered to civilians were "made originally for the United States Government" or are fashioned from materials furnished to Government specification.

Division of Films to Continue War Review

The Official War Review of motion pictures put out by the Division of Films, Committee on Public Information, will be continued as long as the pictorial news coming from Europe makes it possible to supply interesting material. Charles S. Hart, Director of the Division, has gone to Europe and, it is stated, will arrange for pictures on the peace conference. The evacuation of French and Belgian cities by the Germans will be filmed, the return of the fugitives, the advance of the Allied armies of occupation, the taking over Metz and Strasbourg, etc.

Capt. G. McLeod Baynes, in charge of the distribution of British films in the United States, has announced that the surrender of the German fleet to Admiral Beatty has been successfully filmed, and that thousands of feet of this historic scene will be available for the Official War Review.

Wm. B. Oker Joins Exchange Orange Products Co.

William B. Oker has been appointed sales manager for the products of the Exchange Orange Products Company, Los Angeles, allied with the California Fruit Growers Exchange. He has been manager of the Manufacturers' Division of the American Sugar Company's general sales department since March, 1917, and previous to that was general sales manager of the Welch Grape Juice Company.

G. E. McCulloch Out of Agency Work

G. E. McCulloch has left the Montreal branch of the Consolidated Advertising Service, Toronto, to become general sales manager of Alaska Bedding, Ltd., Montreal, Winnipeg and Vancouver.

How Different Types of Selling Organizations May Obtain the Benefits of the Webb-Pomerene Law

By Gilbert H. Montague

Of the New York Bar, Counsel to the Special Committee of the American Manufacturers' Export Association in Support of the Webb-Pomerene Bill, 1916-1918

SEVERAL types of selling organizations have been developed in export trade:

1. The branch house, which is an export branch, or export department, or export subsidiary company, of a single parent concern, which this parent concern wholly controls.

2. The export house, which is a self-organized, independent organization selling in foreign markets goods that it has bought outright, or that it has been commissioned by foreign customers to buy for their account, or that it has undertaken to sell, or the sales of which it has undertaken to finance, or the deliveries of which it has undertaken to effect, on commission, or on some other basis, for different concerns which have contracted with it for this service.

3. The local dealer, which is a jobbing or retailing concern, located in a particular foreign market, and selling goods that it has bought outright, or that it has undertaken to sell, on commission, or consignment, or some other basis, for a concern which has contracted with it for this selling service.

4. The traveler, who is employed by a single concern to sell its goods in particular foreign markets, and whom this concern wholly controls.

5. The joint selling organization, which may have greater or less degree of autonomy, but whose distinguished characteristic is that it pools in a single organization the export activities of a

number of previously competing parent concerns.

Many have thought of the Webb-Pomerene Law as beneficial only to the type of organization last mentioned. A review of the law, however, will show that it is beneficial to each of the other types, and can be availed of, without loss of any essential characteristic of each type, whenever conditions in particular markets abroad, or in particular industries at home, call for any arrangement *between competing concerns* regarding the allotment of export orders, or prices to foreign buyers, or terms of export sales, or credits to foreign customers, or grades of export products, or allocation of foreign markets, or pooling of foreign business, or apportionment of output for export, or division of sales territory abroad, or common selling agencies for export, or joint representation in export trade, or the like.

Until the Webb-Pomerene Law was enacted, arrangements of the character above described between competing concerns were all forbidden, or at least were all of doubtful legality.

COMPETITION NOT RESTRAINED

From this prohibition, or doubt, the Webb-Pomerene Law provided a way of escape by legalizing such arrangements between competing concerns, provided they were entered into, and carried out, by or through, so-called Export Associations, and did not restrain trade *within* the United States, nor "artificially or intentionally" enhance or depress prices *within* the United States of commodities of the class exported by such Ex-

Address delivered at Annual Convention American Manufacturers' Export Association, New York.

port Association, nor "substantially lessen competition within the United States," nor constitute unfair competition or restraint upon the export trade of any domestic competitor of such Export Association.

The term "Export Association," as will be explained below, is somewhat of a misnomer. It is adopted, however, from the language of the Webb-Pomerene Law, and as used in this paper means any arrangement or organization entitled to the benefits of the law.

An Export Association, therefore, is necessary only when conditions in some particular market abroad, or in some particular industry at home, call for some arrangement *between competing concerns* regarding allotment of export orders, or prices to foreign buyers, or terms of export sales, or credits to foreign customers, or grades of export products, or allocation of foreign markets, or pooling of foreign business, or apportionment of output for export, or division of sales territory abroad, or common selling agencies for export, or joint representation in export trade, or the like.

Under present abnormal war-time restrictions upon export trade, these conditions, for the most part, are temporarily absent, and the need for such arrangements is in most industries not immediately pressing.

Even in normal times, indeed, these conditions, and the need for such arrangements, may sometimes be absent; for in some markets, and in some industries, American export trade always has been, and probably always will be, carried on, in very respectable volume, without the need of any such arrangements.

Authorities agree, however, that, normally, conditions calling for such arrangements obtain in most foreign markets, and that, in the past, all American concerns have been hampered, and many small American concerns have entirely stayed out of export trade, because, under our anti-trust laws,

such arrangements were forbidden, or at least were of doubtful legality.

Authorities also agree that after the war these conditions will obtain, in exaggerated measure, in most, if not all, markets abroad; and that the need for such arrangement, and thus for Export Associations by and through which to enter into and to carry out such arrangements, will become immediately and vitally urgent.

While, therefore, Export Associations, are necessary only when conditions in particular markets abroad, or in particular industries at home, call for arrangements of the character above described, there is the highest authority for the belief that conditions after the war, in many markets abroad, and in many industries at home, will so urgently demand for arrangements, that the present is none too soon to begin to think of Export Associations, and to begin to discuss with one's competitors, at a time when business conditions, in general, make such discussion easy, the basis upon which arrangements of this character may be agreed upon.

ADVANTAGES OF A BRANCH HOUSE

The branch house, by which is meant an export branch, or export department, or export subsidiary company, of a single parent concern, which this parent concern wholly controls, has many advantages which no other type of selling organization possesses.

All these advantages may be retained, without loss of individuality and independence which a single joint selling organization might involve, and to these advantages may be added the legal power to agree with any competing concern regarding allotment of export orders, or prices to foreign buyers, or terms of export sales, or credits to foreign customers, or grades of export products, allocation of foreign markets, or pooling of foreign business, or apportionment of output for export, or division of sales territory abroad, or the like, if

Last February set a record

February, 1919, beats it by

20%

in volume of advertising

**The
Delineator**

No mail order copy accepted

White Mountain Enamel

Speaks for Itself

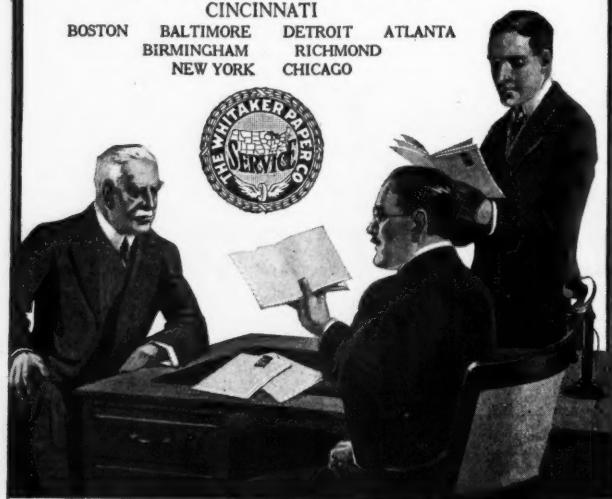
WHEREVER executives gather to discuss catalog paper, White Mountain Enamel speaks for itself. No salesman could urge its adoption more eloquently than do its own smooth, white surface and the uniformity and strength of its texture.

White Mountain Enamel is superbly suited to half-tone reproduction, and both light and heavy faces of type look well on it. Every sheet lends itself to impressive typography. It is, even to the most inexperienced, so superior in value that it is practically beyond competition.

THE WHITAKER PAPER COMPANY

CINCINNATI

BOSTON	BALTIMORE	DETROIT	ATLANTA
	BIRMINGHAM	RICHMOND	
	NEW YORK	CHICAGO	



the branch house and the competing concern qualify themselves, either as an Export Association, or as separate Export Associations.

An Export Association, under the Webb-Pomerene Law, is "any corporation or combination, by contract or otherwise, of two or more persons, partnerships, or corporations," entered into for the "sole purpose of engaging" in "trade or commerce in goods, wares, or merchandise exported, or in the course of being exported, from the United States or any territory thereof to any foreign nation," excluding "the production, manufacture, or selling for consumption or for resale, *within* the United States or any territory thereof, of goods, wares, or merchandise, or any act in the course of such production, manufacture, or selling for consumption or for resale."

This excludes all production and manufacturing *within* the United States, and all sales *within* the United States for domestic consumption or domestic resale, and all sales to Porto Rico and the Philippines. This permits, however, sales *within* the United States of goods in the course of export, and sales *within* the United States to concerns which in turn will export, and sales to anyone in any foreign country. This permits, also, all acts reasonably necessary to "trade or commerce in goods, wares, or merchandise exported, or in the course of being exported, from the United States or any territory thereof to any foreign nation" which do not fall within the express exceptions already noted.

Such Export Association must not restrain trade *within* the United States, nor "artificially or intentionally" enhance or depress prices *within* the United States of commodities of the class exported by such Export Association, nor "substantially lessen competition *within* the United States," nor constitute unfair competition or restraint upon the export trade of any domestic competitor of such Export Association.

Any agreement, however, of the character above described, satisfying the tests above mentioned and made between the branch house and any competing concern, constitutes the parties thereto *ipso facto* an Export Association under the Webb-Pomerene Law. The simplicity and wide availability of this type of Export Association, involving no loss of individuality and independence which a single joint selling organization might entail, cannot be too strongly emphasized. If, then, the parties to such an agreement file with the Federal Trade Commission a statement showing their names, addresses, the locations of their places of business, and a copy of their agreement, their qualification as an Export Association is complete.

WOULD REQUIRE AMENDING ARTICLES OF INCORPORATION

Still another course seems open, by which the branch house, and any competing concern with which it may desire to make an arrangement of the character above described, can qualify as Export Associations, without merging their individuality and independence in a single joint selling organization.

For the branch house and any competing concern that already are incorporated, this course requires that each should amend its articles of incorporation, and restrict its business operations, so that they should include "solely trade or commerce in goods, wares, or merchandise exported, or in the course of being exported, from the United States or any territory thereof to any foreign nation," and not include "the production, manufacture, or selling for consumption or for resale, *within* the United States or any territory thereof, of such goods, wares, or merchandise, or any act in the course of such production, manufacture, or selling for consumption or for resale."

For the branch house and any competing concern that are not incorporated, but are simply export branches or export departments

of parent organizations, this requires, as a matter of practical convenience, that these respective export branches, or export departments, be separately incorporated with the limitations above described.

This may require discontinuing, or turning back to the parent concern, or putting through a separate organization, all production and manufacturing *within* the United States, and all sales *within* the United States for domestic consumption or domestic resale, and all sales to Porto Rico and the Philippines. This will still permit, however, as has already been shown, sales *within* the United States of goods in the course of export, and sales *within* the United States to concerns which in turn will export, and sales to anyone in any foreign country, and all acts reasonably necessary to "trade or commerce in goods, wares, or merchandise exported, or in the course of being exported from the United States or any territory thereof to any foreign nation" which do not fall within the express exceptions already noted, and which do not "restrain trade *within* the United States," nor "artificially or intentionally" enhance or depress prices within the United States of commodities of the class exported" by such Export Association, nor "substantially lessen competition *within* the United States," nor constitute unfair competition or restraint upon the export trade of any domestic competitor of such Export Association.

Having brought within these limits their articles of incorporation and their business operations, and having filed with the Federal Trade Commission statements showing their names, addresses, the locations of their places of business, the names and addresses of their officers and stockholders or members, and copies of their articles of incorporation and by-laws, the branch house and the competing concern will each be qualified as Export Associations under the Webb-Pomerene Law, and will each be authorized,

therefore, to enter into arrangements with one another of the character above described. For the Webb-Pomerene Law legalizes not only Export Associations, but also "agreements made or acts done in the course of export trade" by such Export Associations, provided always that they satisfy the tests above described.

So that Export Associations, and also combinations of Export Associations, connected one with the other, "by contract or otherwise," each combination in turn technically constituting an Export Association, are all, within the limits above described, legalized by the Webb-Pomerene Law. If they have filed with the Federal Trade Commission statements of the character above described, and if their purposes and business are wholly within the limits above described, these Export Associations, it appears, will be just as entitled as any others to all the benefits of the Webb-Pomerene Law.

The export house, by which is meant a self-organized, independent organization selling in foreign markets goods that it has bought outright, or that it has been commissioned by foreign customers to buy for their account, or that it has undertaken to sell, or the sales of which it has undertaken to finance, or the deliveries of which it has undertaken to effect, on commission, or on some other basis, for different concerns which have contracted with it for this service, has many advantages that assure its permanence as a type of selling organization.

OPPORTUNITIES OF EXPORT HOUSES ENLARGED

Far from endangering the future of the export house, the Webb-Pomerene Law has greatly expanded its field of opportunity.

Among concerns that hitherto have stayed out of export trade, because of lack of resources, fear of competition, and inability to combine, the export house, with its knowledge of foreign markets, has unrivaled facilities for developing a satisfactory volume of

The Red Book Corporation

announces that

*Mr. Karl Edwin
Harriman*

Managing Editor of

The Ladies Home Journal

will become Editor

of

*The Red Book
Magazine*

effective December 16, 1918.

Bought— Not Sold

In order to get the Butterick Quarterlies, women have to go to dry goods stores and pay cash for them.

They are not ***sold***—she has to go and ***buy*** them.

Butterick Quarterlies are never bought as an end in themselves, but solely as a guide to further purchases.

That is what they are—guide books to the season's styles, elaborately illustrated and authentic in every detail.

If you wish your message to come to the attention of women who are making up their shopping lists just before going back to the leading dry goods and department stores, advertise in the Butterick Quarterlies.

Butterick Quarterlies

export business upon a basis satisfactory to itself and to concerns at home whose accounts it can bring together and handle through its own organization.

Solicitation of non-competing accounts has hitherto been the custom of the export house. With the passage of the Webb-Pomerene Law, however, the combination of competing concerns, and the organization of entire industries, into big, single, export accounts has become a very attractive possibility. To groups of competing concerns, combined into Export Associations of one type or another, the export house can offer selling, financing, and shipping facilities in many foreign markets, which such groups might otherwise never attain. Even though such groups contract to ally themselves for only a few years with the export house, the latter, during the life of the arrangement, might have the entire export business of substantial fractions of whole industries, which might yield not only satisfactory present profits, but also possibilities of future business well worth having. In the promotion of various types of Export Associations, therefore, the aggressive export merchant house may come to find one of its most profitable fields of activity.

There is, in all this promotion work, no need for the export house itself to qualify as an Export Association. This point is emphasized, because many concerns have apparently filed statements with the Federal Trade Commission, under the misapprehension that any concern engaged in any way in export trade is required to file such statements under the Webb-Pomerene Law. The law requires the filing of a statement only in case "any corporation or combination, by contract or otherwise, of two or more persons, partnerships, or corporations" is engaged *solely* in "trade or commerce in goods, wares or merchandise exported, or in the course of being exported, from the United States or any territory thereof to any foreign na-

tion" not including "the production, manufacture, or selling for consumption or for resale, *within* the United States or any territory thereof, of such goods, wares, or merchandise, or any act in the course of such production, manufacture, or selling for consumption or for resale." Hardly any concern, except one expressly organized for the purpose of qualifying as an Export Association, will probably be found to be within this category. Export trade always has been, and probably always will be, carried on in very respectable volume by many concerns that are not Export Associations and could not qualify as such. Such concerns, therefore, merely mislead others, and bring inconvenience and confusion to themselves, if they file with the Federal Trade Commission statements in supposed compliance with the Webb-Pomerene Law.

HOW LOCAL DEALER IS AFFECTED

The local dealer, by which is meant a jobbing or retailing concern, located in a particular foreign market, and selling goods that it has bought outright, or that it has undertaken to sell, on commission, or consignment, or some other basis, for a concern which has contracted with it for this selling service, and the traveler, by whom is meant one employed by a single concern to sell its goods in particular foreign markets, and whom this concern wholly controls, are types of selling organizations that stand less, perhaps, than any other, in need of agreements between competing concerns regarding allotment of export orders, or prices to foreign buyers, or terms of export sales, or credits to foreign customers, or grades of export products, or allocation of foreign markets, or pooling of foreign business, or apportionment of output for export, or division of sales territory abroad, or the like.

Instances are not lacking, indeed, even in the stage of development represented by these types of selling organization, where conditions in particular markets abroad,

or in particular industries at home, call for agreements of the character above described.

In such event, the concerns employing these types of selling organization may obtain the legal power to make such agreements with competing concerns, without loss of individuality and independence which a single joint selling organization might involve, if they, and the competing concern with whom they desire to enter into such agreements, each qualify themselves, either as an Export Association, or as separate Export Associations, in either of the two following modes:

The first mode requires merely the filing of such agreement with the Federal Trade Commission, together with the names, addresses, and the locations of the places of business of the parties to such agreement. If such agreement relates solely to "trade or commerce in goods, wares, or merchandise exported, or in the course of being exported, from the United States or any territory thereof to any foreign nation," excluding "the production, manufacture, or selling for consumption or for resale, *within* the United States or any territory thereof, of goods, wares, or merchandise, or any act in the course of such production, manufacture, or selling for consumption or for resale," and if such agreement does not restrain trade *within* the United States, nor "artificially or intentionally" enhance or depress prices *within* the United States of commodities of the class exported by the parties to such agreement, nor "substantially lessen competition *within* the United States," nor constitute unfair competition or restraint upon the export trade of any domestic competitor who is not a party to such agreement, it is within the protection of the Webb-Pomerene Law.

The second mode requires, as a matter of practical convenience, that the branch or department through which the concern handles its export business shall be separately incorporated, and that

the concern with which an agreement of the character above described is desired shall similarly be separately incorporated, and that the articles of incorporation and business operations of these corporations all be brought within the limits above described. Having brought their articles of incorporation and their business operations within these limits, however, and having filed with the Federal Trade Commission statements showing their names, addresses, the locations of their places of business, the names and addresses of their officers and stockholders or members, and copies of their articles of incorporation and by-laws, these corporations will then each be qualified as Export Associations under the Webb-Pomerene Law, and will each be authorized, therefore, to enter into arrangements with one another of the character above described.

(To be continued)

British Advertisers Cabling for Estimates

British manufacturers advertising in Canada prior to the war for the most part kept up their advertising till it became absolutely impossible to export their products. Even then a few continued some kind of a campaign to keep the name of their product before the public. Now that peace conditions will soon be re-established, British advertisers are making preparations for a drive at the Canadian market. They are cabling for "rush" estimates on national campaigns for immediate launching in order to beat out the competition that will come later from the United States.

British advertisers feel that the regaining of the pre-war status in the Canadian market will be a safe guarantee against United States competition, providing it is possible to accomplish this before the United States advertisers re-enter the Canadian market.

George Haynes With Calkins & Holden

George Haynes, who has been promotion manager of the American Lithographic Company, New York, has gone with the advertising agency of Calkins & Holden in the same city. He was previously associated with *Good House-keeping*, New York, and the *Messenger* Advertising Agency, Atlanta. Gerald Johnson succeeds Mr. Haynes at the American Lithographic Company.



When your advertisement is read by every member of a family instead of one or two, you multiply its selling efficiency.

When mother, father, daughters, sons, in the same family all read your message you increase the buying desire for your goods, in that family.

Increasing the Buying Desire

THE PEOPLE'S HOME JOURNAL is an ALL-THE-FAMILY magazine so intended and so edited for thirty-three years.

The People's Home Journal
NEW YORK

The Magazine for Every Member of the Family

A War of Men!	<u>America Won!</u>
A War of Machinery!	<u>Am rica Won!</u>
A War of Money!	<u>America Won!</u>
A War of Motors!	<u>America Won!</u>

TO the Automobile Industry more, perhaps, than to any other industry on the whole list—America owes a great debt of gratitude for the Winning of the War.

MEN WERE WANTED! Hundreds of technical men of the highest skill; metallurgists, chemists, mechanical engineers, production managers, went forth from its offices as Colonels, Majors, Captains, Lieutenants. Practically the whole membership of the Society of Automotive Engineers was called into the United States Army. Some of the greatest of the automobile executives won equal renown as organizers in Washington. From the automobile shops and factories went forth a perfect army of chauffeurs, repairmen and skilled fighters in tank and 'plane.

MACHINERY WAS WANTED! Nothing the Government could call for was too difficult for the Automobile Industry to provide: helmets, bayonets, depth bombs, mine anchors, submarine chasers, ammunition chests, gun recoils, balloon winders, naval gun mounts—\$1,000,000,000 worth of emergency war orders, most of them very far from the regular peaceful product of the motor vehicle industry.

MONEY WAS WANTED! Not a factory, not a shop, not an employee in the motor industry but has matched the best any other industry can offer. Liberty Bonds and War Drives have taken on new life in every community where cars are made.

MOTORS WERE WANTED! To its own forces alone the United States furnished 30,000 motor trucks, and at least three times that many to its allies. Our Transport service over there was a marvellous array: thousands upon thousands of trucks, trailers, tractors, ambulances, motor-cycles. The "Tank" was developed from an American motor idea, improved by the British. The "Liberty Motor" is an American idea that cannot be improved upon by anybody.

IN Napoleon's day, armies travelled on their stomachs; in ours, armies travel on wheels and fight on gasoline. To the American Automobile Industry in War, therefore, belongs glory second to none. Now for the problems of Reconstruction and the prosperity of Peace! May the men behind the Motor reap most bountifully the Rewards the Industry has so richly deserved.

MOTOR

The National Magazine of Motoring

119 West 40th Street

New York



That's The Spot!

CONCENTRATE your selling campaign where the buying power is greatest—where there are most people earning most money. That spot is Northern Ohio and the single newspaper that delivers the buying power of this great market every morning in the week is the **Cleveland PLAIN DEALER**.

There are now fully a million people in Cuyahoga County alone and the better part of them read

The Plain Dealer

First Newspaper of Cleveland, Sixth City
182,000 Daily **205,000 Sunday**

Eastern Representative:
JOHN B. WOODWARD,
 Times Bldg., New York City

Western Representative:
JOHN GLASS,
 Peoples Gas Bldg., Chicago

Bolstering Up Our After-War Morale

Division of Advertising, Committee on Public Information, Sponsors
Advertising to Help Tide Soldiers and Their Families
Over the Demobilization Period

NOT until after the armistice with Germany was signed, did most of us realize under what a great strain we had been living during the war. The "letting down" of tension, which promptly swept over the country, has shown itself in many ways.

Among the soldiers in camp in the United States, there was at first a great relaxation of discipline. The men showed a tendency to "go A. W. O. L.," as the army slang has it—absent without leave—and in general to pay less than the proper attention to the necessary bonds of military organization.

There was also a noticeable carelessness about keeping up the payments on soldiers' insurance. The enlisted man felt that his insurance was purely a war measure, and that with peace in sight he need no longer keep it in force.

Among the great "background-army" of soldiers' families somewhat the same development was noticeable. Letters poured into Washington by the thousand demanding that So-and-so be released from the army at once. As long as his country needed him, his family was willing to make the necessary sacrifice without a murmur; but with the necessity removed—or so his folks believed—they wanted him back immediately if not sooner.

The Army Morale section of the United States Army—that newest and strangest of military branches, which nevertheless has had such a vital task on its hands—has lately co-operated with the Division of Advertising Committee on Public Information in the preparation of several interesting pieces of copy to meet the situation we have just outlined. Some of this copy was prepared before the signing of the armistice, but

is equally pertinent and perhaps even more important during the coming months when many impatient men must be kept in camp during the slow process of demobilization.

One such advertisement which has been found effective, was an appeal to soldiers' families not to let their men overstay their leaves—a serious military offense. "One Minute Too Late" was the heading, and the copy asked the friends of the men in the service to "Be big-hearted and open-handed in entertaining your soldier—he deserves anything you can do for him. BUT! Don't let him suffer for your loving kindness. . . . Don't put temptation in a soldier's way. 'Send him away with a Smile' before it is too late to catch that last train for camp."

This advertisement appeared in a number of general magazines, particular attention being paid to getting circulation in the large Eastern cities where so many soldiers have been gathered in the past few months.

Throughout the war, many mothers, wives and sweethearts of soldiers have been fearful of changes in their men folks' character as a result of camp life. They have heard wild tales about men who have been coarsened and brutalized by the associations of army life—stories which are absolutely false so far as the American Army is concerned, but which nevertheless have had a disturbing effect upon those who do not know the truth. One striking piece of copy (prepared by Lieutenant Floyd Y. Keeler, known to advertising men through his work as second vice-president and advertising manager for the I. W. Lyon Co., Inc.) was designed specifically to counteract this fear.

The copy shows a returned soldier surrounded by his family who are greeting him affectionately, and the headline promises that "He will come back a better man!" The copy goes on to say: "Uncle Sam is giving him a newer and better equipment in mind and body—fitting him for a bigger, finer life."

When that boy of yours comes marching home a Victorious Crusader he will be a very different person from the lad you bravely sent away with a kiss, a tear and a smile.

He will be strong in body, quick and sure in action, alert and keen in mind, firm and resolute in character, calm and even-tempered.

Self-control and self-reliance—ability to think and act in emergencies—coolness and courage in time of stress and danger—such will be the product of his training and experience.

Neatness, precision in detail without fuss and worry, promptness, reliability, scrupulous integrity, thoughtfulness and courtesy—these things come from army comradeship and discipline.

A broad-shouldered, deep-chested, square-jawed YOUNG MAN with flashing eyes and a happy smile—that's who will throw himself into your arms when "Johnny Comes Marching Home Again."

That's who is coming back to live his life in happiness with you.

And in his hands—and yours—lies the future of America.

Help him, keep him happy NOW—by cheerful, newsy letters—for your sake—and for Uncle Sam.

This advertisement appeared in eight general magazines with a circulation of a million and three-quarters, and in twenty business papers reaching three hundred thousand readers.

The Government has found that even at this late date, thousands of soldiers' dependents do not realize just how the system of soldiers' insurance and soldiers' compensation operates; and this ignorance on their part, and that of the men themselves, has perhaps partly accounted for the tendency of the men to let their insurance lapse "now that the war is over." As a matter of fact, the soldier can continue his present policy for five years on the same basis, and then convert it into other standard forms of insurance. As he gets his Government policy (up to \$10,000) for only \$7.20 to \$8.40 per thousand per annum, this is one of the best investments he

can make, not only for himself but for his family. The Government has written the astounding amount of \$34,800,000,000 of insurance, nearly 4,000,000 soldiers having taken policies, the average amount of which is \$8,700.

Current advertising is therefore urging the soldier to keep his insurance in force. One recent advertisement takes up in A-B-C fashion the whole situation. Many people even yet do not know that in addition to the Government insurance just mentioned, Uncle Sam stands ready to pay monthly compensation to officers and men, or their dependents, for disability or fatal injury. The advertisement in question explains this, and also describes the monthly allotment system and the Government insurance plan.

"A Check from Uncle Sam" says the headline, under a drawing of a wounded soldier sitting on his front porch with his family and receiving, with a cheerful grin, a Government envelope from the postman.

"Never before in the world's history," the copy says, "has any government so completely and adequately provided for its fighting men and their families." Then follows the explanatory copy, which includes a section describing the Red Cross Home Service Units. These units are authorized to act on behalf of soldiers, sailors and their dependents, in regard to all financial difficulties which the home folks may get into, including landlord and tenant problems, goods bought on the installment plan, unpaid back wages, and inability to pay debts, notes or other maturing obligations. "This service is not charity!" the copy concludes. "It is only a just and partial repayment by the Government in behalf of the whole people for the devotion and self-sacrifice of Uncle Sam's soldiers and sailors and their families."

This advertisement has appeared in one general magazine, five agricultural publications, and thirty-five business papers, with a total circulation of about a million and a half.



RELY ON THE LABEL

DOVE MILL BRISTOLS

in any of their various grades and tints

possess a substantial dignity of appearance. They combine elegance with economy—well in keeping with the conserving order of the times. And they are *versatile* in use. For the artistic announcement—the enclosure—the combination mailing—folder and order card—for a score of other forms of Direct Advertising—they secure distinction, durability and permanence. For the production of beautiful *Christmas Cards* we strongly recommend the use of Dove Mill, *Antique Finish*.

George W. Wheelwright Paper Co.
BOSTON, MASSACHUSETTS

Patent Advertising Is Being Toned Down

Recent Ruling of U. S. Patent Office Causes Advertising Attorneys to Revise the Character of Their Copy in Publications and Mailing Pieces

NOT quite so serious as it has been portrayed, from the standpoint of disruption of advertising, is the situation created by the recent revision of the Rules of Practice of the United States Patent Office, which calls for the censoring by the Commissioner of Patents of all advertising copy used by patent attorneys. Temporary inconvenience to the firms that have been advertising for patents, rather than serious or lasting inroads upon the volume of their business seems to be the only sequel of the innovation.

Character of copy rather than limitation of the physical proportions of advertising is the objective aimed at by the new regulations at the Patent Office. While attorneys practicing before the Office may advertise where and when they choose and as much as they choose, they are henceforth to be restricted in the class of copy to be employed. "Invent and Grow Rich," and even the familiar, "Wanted, Ideas," will cease to be slogans to conjure with. More than all else, the optimistic patent attorneys must refrain from promises or apparent promises to the prospective client that they will buy his invention, if patentable, or will find a market for it.

COPY RADICALLY CHANGED

In the few months that have elapsed since the new order of things was inaugurated, thousands of pieces of advertising literature have been submitted for the scrutiny of the Commissioner of Patents and less than 25 per cent of it has passed muster. One prominent advertiser has submitted more than 800 printed

pages of follow-up literature, scarcely a page of which was accounted permissible. To add to the confusion, a number of the periodicals have lately been returning new copy to patent advertisers with the comment that they cannot accept it unless it is approved by the Patent Commissioner. Thus there have been hitches in the insertion of new copy, even though fully approved by the Commissioner because the advertisers did not take the precaution to send a formal O. K. from the Patent Office with each order for future insertions.

However, there is no warrant for the suspicion that the action by the Patent Commissioner is going to put an end to patent advertising. On the contrary, a number of the leading advertisers have made all arrangements to continue their old routine, merely changing their copy to meet the new standards. One of the most prominent firms in the field has virtually completed its copy revisions and has had all pieces approved and another large advertiser has the reconstructive work well advanced. The Patent Commissioner has made it plain that he has not the slightest objection to copy detailing the history of the patent system, explaining how patents are obtained, the measure of protection afforded, etc.

Naturally, patent attorneys are divided in opinion with respect to the new limitations upon their liberty of action. While making the best of a necessity, none of the attorneys that advertise extensively is reconciled to the censorship. On the other hand, the "old line" attorneys who are in the majority numerically, endorse the programme as the only means for the eradication of certain alleged evils. Some of the conservative attorneys who support the administration in this "reform" do considerable direct advertising. However, they declare that they are quite willing to undergo the inconvenience attached to the submission of their copy for the sake of a "higher tone" in all patent advertising.

Sheep for Cornbelt Farms

Wool prices are high. They may go higher. They will stay high for years. Fifty million sheep have been slaughtered in warring countries. Australia, the great sheep country, lost forty percent of her sheep last year on account of drought. The great range flocks of our west are being broken up as homesteaders take the pasture lands.

It takes twenty sheep to make one soldier's outfit. Forty million men under arms and exposed to rigorous weather create the most unusual demand for woolen goods and for meat the world has ever known. More than the entire wool production of the United States will be used for our armies. Where will civilians get wool for their clothes?

The problem can be solved by production of more sheep on every farm in the North Central States. The editors of Successful Farming recognize the prominent place of the central west farmers in this emergency.

But they realize that permanent harm rather than permanent good will result from leading our farmers to invest large sums of money in this industry without knowledge, experience or proper preparation.

They advise our readers to study thoroughly, start conservatively and build steadily, so as to have a big share in the continued prosperity open to them in the steady demand for wool and mutton. In this way American farmers will meet the emergency.

Successful Farming

E. T. MEREDITH, Publisher, Des Moines, Iowa
Member A. B. C.

T. W. LeQUATTE	F. J. WRIGHT	C. M. BEER	C. A. BAUMGART
Advertising Manager	Promotion Bureau	Merchandising and Sales	Retail Service
Chicago		New York	
J. C. Billingslea, Advertising Bldg.		A. H. Billingslea, 1 Madison Ave.	
Kansas City		St. Louis	
O. G. Davies, Victor Bldg.		A. D. McKinney, Post Dispatch Bldg.	
		Minneapolis	
		R. E. Ring, Palace Bldg.	

NATIONAL PETROLEUM NEWS

Published Every Wednesday

Publication Office
812 Huron Rd., Cleveland

402 Coe Building, Tulsa
50 East 42nd St., New York

Re-fueling the world from Tulsa, Oklahoma

THE reconstructing horse-power that will build up the devastated regions of Belgium, France and Russia must be furnished largely by American gasoline. Having won the war, it must erase war's traces and substitute for the missing man-power.

The wells of our Mid-Continent field in Kansas, Oklahoma and Texas must furnish the bulk of the crude oil and Tulsa must manage the production.

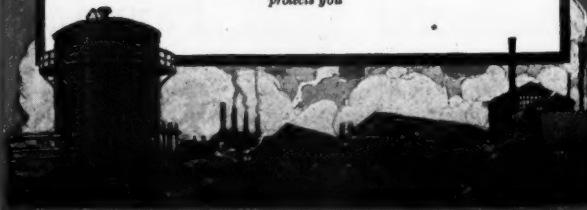
Tulsa is a metropolis of ten-story office buildings which for refinement of equipment and furnishings compare with New York's best.

Tulsa houses the offices of the big producing, refining and pipe-line companies which must spend the necessary *tens of millions of dollars a month*.

In Tulsa is the Mid-Continent Bureau of the NATIONAL PETROLEUM NEWS, with a manager in charge of a staff of correspondents who gather for it the news of this tremendous field.

Come into the oil industry market with NATIONAL PETROLEUM NEWS—print your advertisement next to the liveliest news from the Mid-Continent and all producing fields of the country.

*An A. B. C. Audit
—unique in oil publishing—
protects you*



How Often Should the Sales Bulletin Be Issued?

Why Some Find Weekly House-Organ Necessary; Monthlies Most Generally Used, However

THE BERGER BROTHERS Co.
NEW HAVEN, CONN.

Editor of PRINTERS' INK:

Our salesforce consists of women agents, an exceptionally high class of women. As our entire output is sold through them, we naturally have quite a large number.

We have issued a small house-organ monthly for some time and we have been debating whether after the war we would change this to a semi-monthly or even a weekly publication, probably reducing the size of each issue considerably from what it has been heretofore.

The advantages in favor of that change are obvious, but some of our experienced people in the field advise against the change on the ground that our corsetieres now look forward to receiving the booklet each month and a great many of them save it; whereas they feel that if we change it to a weekly, for example, it would become more of a commonplace matter and would not be valued so highly by the salesforce.

We will greatly appreciate any information you can give us.

G. W. BERGER,
President.

THE objection to changing this publication to a weekly is not that the frequent arrival of it will dull the interest of the readers. In fact, some house-organ editors insist that it is much easier to maintain the continuity of the readers' interest where the publication comes out every week. In the long run, however, whether a publication be weekly or monthly, the interest that its readers will devote to it depends entirely on its editorial contents.

Right there lies the objection to the weekly house-organ. The average concern will find it difficult to get enough new ideas each week to maintain the required editorial standard. It takes quite an organization to get out a weekly organ, even of the most simple sort. It also costs a great deal of money and it is a question if the effort justifies all the expense and trouble and anxiety that would be entailed. Even so modest a weekly as PRINTERS' INK requires the services of thirty-

three people in its home office (exclusive of printers and mechanical workers) and upwards of one hundred paid contributors in different sections of the country.

We showed this inquiry to a company that has a problem very similar to that of Berger Brothers. It manufactures a well known office appliance that is sold direct to the user and in the work hundreds of salesmen are employed. This company circulates a weekly publication among these men. It is a well edited, high class house-organ in every respect. The advertising manager of the concern tells us that getting out this publication fifty-two times a year "takes too many people, too many new ideas and too much money." As a result he has often thought of changing it to a monthly, but has not been able to do so, because the house fixes all sales records on a weekly basis. Quotas and points are fixed by the week. Special prizes are awarded on the strength of weekly scores. As a good portion of the house-organ is given up to a record of these sales figures, it is, of course, necessary to continue issuing it once a week.

WEEKLY INSPIRATION SOMETIMES NEEDED

A sales manager with whom we discussed this matter said that if a sales force was subject to much discouragement, as in the subscription book business, the necessity of keeping the travelers inspired would have to be taken into consideration in answering a question such as that propounded by Mr. Berger. In such a case ginger should be administered more frequently than once a month. If the house-organ were the only instrument that was used for gingering up the force, this man declares he would get it

out weekly, even though it did cost considerably more to issue it that way.

Then there are a few houses that constantly have so much news to pass along to their field representatives that they are obliged to issue a bulletin at least once a week. Much of the matter would get stale if left for a month. The "National Cash Register Bulletin" is an example of the newsy weekly. To sum up: All the evidence we have been able to gather on the subject seems to point to the monthly organ as being the most desirable, unless there is some imperative reason for getting it out more frequently. The vast majority of houses that issue publications for their salesmen or other employees make them monthlies. Many concerns, of course, supplement these publications with briefer bulletins, or with letters or with printed announcements of one kind or another.—[Ed. PRINTERS' INK.

Canada's Soldiers Prefer Farming

OVER 105,000 of Canada's Overseas Forces have already indicated their intention and desire to go farming on their return to civil life in Canada. This figure was obtained by interviewing 230,000 men, of whom 43 per cent expressed the definite ambition to go farming, Ontario and Alberta being the favored provinces. Of these men, 74 per cent have had previous agricultural experience and 58 per cent were so employed for at least three years previous to enlistment. Eighty-nine per cent, or almost 96,000, desired advantage of the governmental scheme of agricultural settlement and nearly 50,000 of the 105,000 expressed a willingness to work for wages in order to gain experience in agricultural work.

Another interesting feature of the statistics now available through the Department of Soldier's Civil Re-establishment, is the fact that these 105,000 soldiers will have to their credit nearly \$24,000,000 when returned to Canada, or an

average of about \$230 per man. This, of course, will not go far when it is remembered that before the soldier can re-enter civil life he must have new clothes, for in most instances the clothes of civil life were disposed of upon enlistment, and those that were not will probably be out of style or fit.

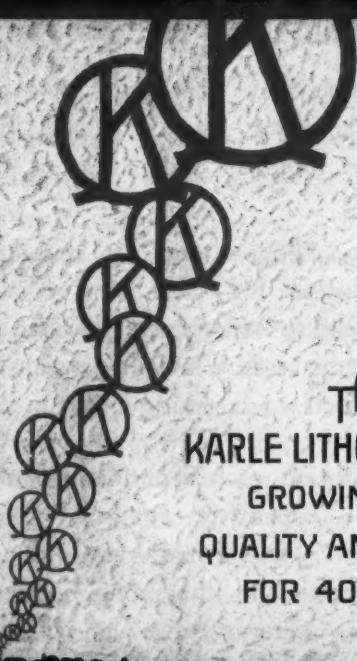
It will take over a year to return Canada's army to Canada and it is probable that the priority will be given to those skilled in trades in which the greatest shortage of labor now exists. It is planned to demobilize by trades instead of battalions and to route from overseas to the nearest depot in Canada to which the returning soldier desires to go. This plan will eliminate as far as it is possible all waste traveling and will bring the least pressure on the economic fabric of the nation.

The problem of redistributing the munition workers has been worked out for some time and is now being put smoothly into practice. As contracts for munitions expire, machinery is being changed and employees turned loose on peace business. Shipbuilding is taking up a lot of the excess labor and industries which were slowed by war are now getting up a full head of steam. The Massey-Harris Company, Toronto, Canada's great farm implement manufacturer, is doubling up on its employees and has bought a new factory in order to cope with anticipated demand for equipment from overseas. It is an indication of what's being done.

War Angle Sharply Drawn in Advertising

The Conklin Pen Manufacturing Company, Toledo, Ohio, has made interesting use of a fountain pen that was smashed by Hun shrapnel in a window exhibit. The pen in question was in the pocket of an Australian major when it was broken. He returned it to the company with a letter asking that it be repaired. Both the pen and letter were mounted on a card for window display, with drawings to give the proper martial atmosphere. The caption on the card was "The Pen Is Mightier than Hun Shrapnel."

PRINTERS' INK



The
KARLE LITHOGRAPHIC CO
GROWING THRU
QUALITY AND SERVICE
FOR 40 YEARS

FROM A SHOP TO AN INSTITUTION.

During its continuous existence and growth for forty years the Karle Lithographic Company has gained a reputation of giving their customers Quality and Service.

There is nothing so stimulates the dealer in moving his products as a carefully thought-out, well designed, perfectly reproduced, and excellently printed piece of direct advertising.

Whether it is a cut-out, car card, hanger, calendar, booklet, folder, box top, label or wrapper, it must be distinctive and represent the quality of the goods advertised.

Co-operation between our Service Department and the Advertiser; his Advertising or Sales Manager or Advertising Agency, is a powerful factor in bringing forth the creative imagination that develops the most productive advertising matter.

In our institution, each department of the Karle Lithographic Company is complete. It has at its head a manager who is a master and teacher in his own line of work in the lithographic business. The men under this master instructor are skilled artisans—an organization of man-power where each man and job fit.

Each order entering our institution is conscientiously analyzed. Whether it is a small or large proposition it receives the same careful consideration.

The Karle Lithographic Company has one of the most complete and modern Press Rooms in the country, with batteries of Offset, Stone and Aluminum Presses; making it possible to produce high class work in a very reasonable length of time.

One of the latest additions to our reproduction department is a new photographic medium, known as the Karle Process, which brings out the softness and refinement of color and detail of original drawings and paintings with most satisfactory results.

We intend to demonstrate to the readers of Printer's Ink in the issues of the near future the art of lithographic reproduction of the several art treatments, showing the possibilities of our photographic process.

The primary purpose of the Karle Lithographic Company is to give their customers Quality and service at the most reasonable cost. One of our several branch office managers will be pleased to call upon you and help you solve any problem pertaining to the lithographic business.

PRINTERS' INK



The following are some of the many
national advertisers which we have
and are serving:

Victor Talking Machine Company

American Chicle Company

H. J. Heinz Company

Joseph Campbell Company

H. O. Wilbur & Sons

Garrett & Company

James S. Kirk & Company

E. C. Rich & Company

Curtice Bros. Company

Ward Baking Company

Gulf Refining Company

KARLE LITHOGRAPHIC CO.
ROCHESTER, N.Y.

NEW YORK - CHICAGO - BOSTON - PHILADELPHIA - ST. LOUIS

Returned Soldier-Farmers Will Demand Labor-Saving Appliances

Pine-Tree Milking Machine Company Basing Its Campaign on This Consideration

WILL the boys who have been over in France and the other theatres of war be willing to return to the old-time drudgery on the farm when the Government releases them from military service?

Or, having "been around" and seen the employment of mechanical devices for doing things, will they demand the labor-saving appliances that are now available for the use of farmers?

That the latter situation will develop is the belief of the Pine Tree Milking Machine Company, of Chicago, whose campaign to sell the Pine Tree milker is based not only on the labor shortage caused by the war, but on the different attitude of the men and boys who return to the farm from war service. The latter, it is contended, will insist on getting away from unnecessary toil, and on using modern appliances for getting results.

"The milking machine," said Sales Manager W. E. Van Antwerp, "had a hard time of it in the beginning. This was the first farm machine introduced which was used on an animal, and the varying characteristics of the individuals caused the necessity for individual adjustment. This made the average cow-owner skeptical. He didn't believe the machine would work. Having been induced to try it out, he often failed to give it time to get results, and discarded it when his neighbor, perhaps, was using a little more patience and getting good results from its use with his cows.

"The war proved a great stimulus for the milking-machine business. In the four years after the first fighting began on the other side, the machine went forward with a rush, and the farmers, because of the labor shortage,

brought about by the war, have begun to take to the idea of a mechanical milker as they never did before.

"We feel that the end of the war, even though it relieves labor conditions by enabling many of the men who formerly worked on the farm to return to their old occupations, will not interfere with the development of the milking machine, but that these returned soldiers will insist that they be given the benefit of the improved devices which are available for lightening what was formerly necessary farm drudgery."

DEMONSTRATORS AN IMPORTANT FACTOR

The Pine Tree company, realizing that the farmer has been somewhat skeptical concerning the machine, has developed its service department with care. Nowadays, when a farmer purchases a milker, he is not left to his own devices, but an expert is sent to make the installation. He stays with the machines until they have been adjusted to the various cows, and until the latter have become accustomed to them. After the strangeness wears off and the animals get used to the idea of having the appliance around, most of the difficulty is eliminated.

The Pine Tree company does not claim this as an exclusive feature of its sales plan, but it does insist on the importance of it.

The necessity of studying the individual cow, which is likely to be a highly nervous animal, is emphasized by Mr. Van Antwerp, who lays a lot of stress on "cowology," as it might be called. This is indicated by the choice of the slogan, "The cow's adopted child," which, it is hoped, will one day rival "His master's voice"

in popularity on the farm. It is pointed out that unless the cow is favorable to the milker, as indicated by the amount of milk that she gives, she will refuse to co-operate, and the use of the device will be a failure.

Another method that has been used in overcoming the reluctance of cow owners to use a machine is the emphasis laid on the personal experiences of Frederick K. Babson, one of the officers of the company, in the development of the Pine Tree milker. The story of its perfection on Pine Tree Farm, which gave the appliance its name, takes up much of the space in the catalogue, which lays stress on the fact that the machine was perfected by actual test on a practical dairy farm, and not merely in the factory or laboratory.

The idea is further developed by invitations issued to dealers and prospective users to visit the farm, which is located at Hinsdale, a suburb of Chicago, and it has been given prominence in all of the advertising, so that readers will clearly understand the assertion that the maker of the machine has demonstrated its utility in his own dairying work.

Mr. Babson's experiences are described in the first person, the personal element thus being developed in high degree.

"Soon after starting my dairy," he says in the catalogue, "I realized that the serious trouble experienced by nearly all dairymen was the difficulty of getting good milkers and keeping them. It seemed as if I would no more than get everything working nicely in the dairy when one of the boys would tell me he was going to quit that Saturday. He had a job offered him in town or in the city. Milking sixteen cows each morning and night, holidays and Sundays, had become a drudgery to him. Every man I ever had on the place seemed to want to get away from it, sooner or later.

"Looking at it from their standpoint, I couldn't blame the boys a great deal. I realized, 'hand milking is a drudgery; there is

no way out of it.' And when one of the milkers did leave, it was always the cause of considerable commotion on the farm. It was always the cause of worry to me, and it greatly affected the pleasure I was getting out of the farm. The boys would have to double up on the cows, and once or twice it was a couple of weeks before I could find a milker I would be willing to hire."

This sort of material, that describes what is often similar to the personal experiences of the prospect, has been found to be particularly effective in getting him interested in solving his problems through the use of a machine.

UNUSUAL PAYMENT TERMS ATTRACTIVE

Farmers who have been slow to accept the idea that milkers are successful, in spite of the favorable material published by the agricultural experiment stations and the farm papers, have been reached from another angle by the Pine Tree company. Most of the milking machines are sold for cash; in fact, it is said that many of them are sold C. O. D., throwing all of the burden on the farmer. In order to put the load on the maker and the machine, the Chicago concern has adopted novel terms, which are proving attractive to prospective users.

The machine is installed on trial, and the payments are made in monthly instalments. These are offered on the unusual basis, "\$1 per cow per month." The suggestion is made in farm paper advertising that the machine will pay for itself, through the reduction in the amount of labor needed, and that the farmer will be able to pay the instalments out of his savings as these are made. This is a method used by a number of companies manufacturing automatic sprinklers, and it has been adopted by the milking machine concern with variations to fit the farm field.

The company is selling the machine through dealers, and is taking up the notes of farmers which

COMFORT FARMER
TOP OF THE
WORLD

**He Has
 The Money
 —Can You
 Afford to
 Ignore
 Him?**



COMFORT
HAS A SPHERE
OF INFLUENCE
ALL ITS OWN

Put **On**
COMFORT **Your List**

Farming is the one industry that has government guarantee of war prices or better, the coming year.

COMFORT has the largest farm circulation in the world—among the most prosperous and progressive farmers now in the market for autos, farm machinery and all household necessities and luxuries.

COMFORT IS IN A CLASS BY ITSELF. Each issue contains something of special interest to each and every member of each and every family.

THE FARMER'S WIFE, trading at the country store or shopping in large towns, looks for goods advertised in **COMFORT.**

COMFORT has a sphere of influence all its own.

W. H. GANNETT, Pub., Inc.,
AUGUSTA, MAINE.

New York Office: 1828 Astorian Hall,
 WALTER R. JENKINS, Jr., Representative

Chicago, Office: 1835 Marquette Bldg.,
 FRANK H. THOMAS, Representative

The Eyes That Read It

THE IRON TRADE REVIEW

The machinery section of THE IRON TRADE REVIEW functions differently from the distinctively "Machinery" publications, which explains the phenomenal success of those of our machinery advertisers who, sensing the quality of our audience, used their space to tell, in non-technical language, what their machines would do rather than how they did it.

The eyes that read THE IRON TRADE REVIEW advertising pages are executive eyes, rather than technical. In other words, the eyes that buy rather than the eyes that operate machinery.

Both shop and office audiences are valuable to the advertiser; and many machinery advertisers parallel their technical advertising in the "shop" papers with commercial advertising in THE IRON TRADE REVIEW.

When you have both the shop and the "front office" on your staff, you'll be like Henry Ford thought he was going to be at the time when both political parties in Michigan proposed to put him on their ticket. You know what happened to Henry, because he had only one party on his side.

If you have any machinery or tools that have a place in the Iron, Steel, Foundry, Metal-working, Shipbuilding, Railroad, Farm Tractor, Implement and Automotive industries, our advertising service will be of greater value than ever for the need in these industries is immediate and urgent.

THE PENTON PUBLISHING CO.

PENTON BUILDING, CLEVELAND

Power Boating. The Marine Review. The Iron Trade Review
The Foundry. The Daily Iron and Metal Market Report

Members A. B. C. and A. B. P.

are given in connection with the operation of the instalment plan. In its trade paper copy, announcement has been made to farm implement dealers handling the machines that the manufacturers are prepared to absorb up to \$1,000,000 of farmers' paper.

In starting its campaign, the Pine Tree company has defined the market by saying that every man who owns twelve cows, or more can use a machine to advantage. This includes not only the exclusive dairymen, but a great many farmers who have modest herds and market their milk as a side-line to general agriculture.

The labor shortage, which brought mechanical milking into prominence and caused farmers to give it more attention than formerly, was estimated at 1,200,000 men. While the end of the war means that these men will gradually be released from military service, it will take some time, farm equipment manufacturers believe, for them to return to their old occupations, and many of them will never do so. Furthermore, unprecedented wages for farm labor have been established, and these will continue for a time at least, so that the farmer will be still more interested in saving money by saving labor.

"The milking machine," said Mr. Van Antwerp, "is now where the automobile was half a dozen years ago. It has been established, its utility has been demonstrated, and all that it takes now to put it over in a big way is active advertising and sales work. That we are prepared to do."

The campaign which the company has started will run in the dairy and general farm papers, and will be accompanied by dealer advertisements in the implement papers. There was some attempt made some time ago to interest automobile dealers in the proposition, on account of reduced sales opportunities for motor cars, but in view of the change in the automobile situation, this is not being pushed at present.

Canadian Government to Advertise Abroad With Movies

THE Canadian Government has had some striking experience in the utilization of modern advertising in the promotion of the national affairs during the war. It now desires to reap the greatest possible harvest from the publicity resulting from the glorious deeds of Canada's overseas army and its intimate contact with the peoples of England, France, Belgium and Italy. The achievements of Canada's soldiers have stirred within Europeans a great curiosity about things Canadian. In a great many cases this has developed into the desire to emigrate to Canada.

L. E. Norrish, an Applied Science graduate of Queen's University, has been appointed to direct a campaign of educational exhibitions and lectures throughout the United Kingdom, Australia, New Zealand, South Africa, and later on in France, Italy, Belgium, etc. The films showing the various industries in Canada, farming, mining, lumbering, fishing, and so forth, will be shown in conjunction with travelogues of all the provinces. By this means it is proposed to advertise Canada abroad and by showing pictures of the possibilities for emigrants to induce English-speaking peoples to come to Canada.

Arrangements have already been made for the showing of these films in the English-speaking countries named above, and it is further proposed to cover all countries from which emigrants or trade are deemed desirable. The wide range of films now available for this purpose makes it possible to utilize, immediately, these exhibitions for the dual objective of developing both trade and emigration. The films showing Canada's wonderful industrial development during the past four years will be particularly effective in correcting the motherland's misconception of Canada. Instead of the Indians and icebergs they will see immense steel mills, great mines, etc.

What About Labor?

Reasons for Believing that Employer and Employed Will Work Out a Satisfactory Solution of Whatever Differences May Arise

By Bruce Bliven

WHAT are you going to do about labor?

From every side there come indications that this is far and away the most serious question looming upon the horizon of American industry.

It is not merely a question of tiding over the difficult interval from war to peace industry, and of finding new jobs for four million soldiers and twelve million war workers. The remarkable development of non-war industry since the signing of the armistice has caused a steadily rising wave of opinion that the demands of the reconstruction era will absorb all the workers available, if business men only continue to show the optimistic confidence they are now displaying.

The question we refer to is the far deeper and more fundamental one of the whole relation between capital and labor. And in particular, the relation between the employers and union labor.

PRINTERS' INK does not wish for a moment to be considered as taking an alarmist view of this situation. On the contrary, the very fact that widespread attention is being given to the subject, that it is being agitated in the columns of the press and discussed wherever two business men get together—that fact is the best guarantee that America will find a satisfactory solution of this problem without any such revolutionary changes in the entire social fabric as we are seeing in Eastern Europe to-day. The manufacturer who is willing to approach the question in a fair-minded spirit of give and take, who is willing to live and let live, may build his plans for the future with the utmost confidence that his attitude will receive the recognition it deserves and that his progress will be unhampered.

The whole subject, however, is one of extreme complexity, and we believe our readers will welcome an attempt to survey it briefly in an impartial spirit. We give fair warning: the man who is so intolerant that he will not listen to more than one side of the case, had better stop reading this article at this point; for we propose to suspend judgment and avoid theorizing for the purpose of presenting the attitude of the antagonistic groups as much as possible from their own point of view.

ORGANIZED LABOR STRENGTHENED

For a whole generation, prior to the war, the United States had no real and fundamental policy in regard to the problem of labor. The unions had been fighting hard for many years to spread their organization over the whole of industry, and had failed. Certain trades were heavily unionized; others were not. Some cities were dominated by the closed shop, and in others the labor market was wide open. The politicians have always been afraid of the labor question and have sidestepped it, though labor has always maintained the vague accusation that capital "owned the Government body and soul," and the employers have likewise set up a periodic wail that the unions were dominating the authorities at Washington. The courts have in various cases decided in favor of labor, and in others against it. But nowhere has a fixed and definite policy been clearly exhibited.

As everyone knows, the war has enormously strengthened the position of union labor in the United States. The administration at Washington decisively recognized most of the principles for which union labor has been fighting, and this recognition has been the basis

Immediately upon the removal of paper restrictions we have

—restored our maximum number of pages

—“lifted the lid” which had been clamped upon circulation

—restored our guarantee of 450,000.

These changes go into effect with the issue (Dec. 14) which was on the press the day the War Industries Board restrictions were cancelled.

1918 has been Leslie's best year
in both circulation and advertising

Leslie's

Illustrated Weekly Newspaper

LUTHER D. FERNALD, ADVERTISING DIRECTOR
New York—Boston—Chicago—Seattle



"A photographic record of the French Revolution would be beyond price. This is my chance. I am going to record the story of this revolution in pictures," said Donald Thompson when he reached Russia as Leslie's staff photographer, just as 170,000,000 people threw off the autocracy of the Czar only to fall into the clutches of the Kaiser. Many of his best Leslie's pictures appear in his new "From Czar to Kaiser," just published by Double-day Page.

of official action in a number of cases. Theoretically, there has been a truce during the war: the unions agreed not to carry on their campaigns in open shops, and the employers who had the closed shop agreed to allow it to remain in force during the war. Actually, however, union conditions have prevailed, and there is no doubt that labor is coming out of the war very much more favorable as a whole to the principles of unionism than it was before the war. There is every reason to believe that our experience would have duplicated that of Great Britain if the war had gone on for a year or two longer. That country, of course, found that her four years of war immeasurably strengthened the position of union labor in a political sense.

The last four words are the significant ones for Americans today. The war has taught the laboring man all over the world the value (from his own point of view) of securing political power in the contest with employers for the amelioration of conditions, both as to hours and wages. This lesson was long ago learned in Australia and New Zealand, with decidedly interesting consequences which make too long a story to be told here. The fear with which British conservatives view the growing dominance of Mr. Arthur Henderson and his party, shows the effectiveness of political power as a weapon to be used in the so-called "class struggle." The question of importance to American business is: what may be expected from labor in this country along the same lines? And what effect would such action have on the situation of the individual employer as regards his own business plans?

Prior to the war, the indifference of union labor to the political weapon was the despair of its self-appointed advisers. The Socialists, for example, have never been able to capture organized labor as they have in other countries, where in fact the terms have come to be almost synonymous. The union man has been for years

the bane of the American Socialist, who has reproached him bitterly with being indifferent to the welfare of the working class as a whole, and concerned only with getting advancement for his own little group. The union man has in fact scorned political action in favor of "direct action"—using the threat of a strike to secure from the individual employer an advance in wages, decrease in hours, or some other advantage. In the field of unorganized, and for the most part unskilled labor, we have had a similar policy on the part of the I. W. W., with its hope of "one big union" and its scorn of political action in favor of sabotage and "conscientious withdrawal of efficiency" with which to fight the hated and despised employer.

To-day, signs are not lacking that certain elements in union labor's ranks are preparing to strengthen their position in this country by entering the political arena as a separate unit from the old parties under whose banners labor has in the past divided its vote. These elements in labor are not Socialists, though they undoubtedly look with friendly eyes upon some of the tenets of the Socialist faith. They are apparently even less in sympathy with the Bolshevik doctrines.

LABOR PARTY'S PLATFORM ALSO HAS "FOURTEEN POINTS"

The Chicago Federation of Labor has recently proposed a programme which, in imitation of President Wilson, has fourteen points. On this programme, it is reliably reported, labor men of the Middle West hope to found a new "Independent Labor Party" which will enter the political arena as soon as it feels strong enough. Our readers will find much food for thought in a perusal of these fourteen points, which are as follows:

1. The unqualified right of workers to organize and to deal collectively with employers through such representatives of their unions as they choose.

(Continued on page 85)

WHEREVER FRUIT IS GROWN

there you will find the American Fruit Grower. It goes to that class of farm people with the highest average prosperity and which is known for its liberal and intelligent buying. A low estimate of their annual crops is \$650,000,000. The American Fruit Grower is the only national publication reaching this market exclusively.

The New Rate of \$1.25 per agate line flat goes into effect January 1, 1919, but contracts for specified space received prior to that date may hold the old rate of \$1.00 per agate line up to August, 1919, inclusive.

AMERICAN FRUIT GROWER

The National Fruit Journal of America

Guaranteed minimum circulation, 175,000 monthly

SAMUEL ADAMS, Publisher

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the M. T. Silver
Hotels Statler
Stevens Arms
John R. Thompson
the Timken-Deane Company
the Timken Company
University School
the Upson National
Hard Storage Company



CATALOGS

BROADSIDES—FLYERS—FOLDERS—CIRCULARS

Every manufacturer in the United States is mentally or actually figuring on expansion.

Expansion calls for publicity—periodicals—newspapers—Broadsides—folders—catalogs.

We are manufacturers of paper—paper of every variety—for every use. We are “squaring away” to meet the demand that is coming for the making of the hundreds of tons of paper to be printed and distributed in this and foreign countries during 1919.

Machine Finish and Super-calendered Book, English Finish and Coated papers—light weights a specialty.

Let us know what you are contemplating. Possibly a timely suggestion may be made.

Seaman Paper Company

Chicago
208 So. LaSalle St.

New York
200 Fifth Ave.

PHILADELPHIA BUFFALO MILWAUKEE MINNEAPOLIS
ST. PAUL ST. LOUIS CINCINNATI



MADE IN U.S.A.
U. S. DEPARTMENT OF LABOR

All together—Let's continue production
and insure Prosperity.

U. S. DEPARTMENT OF LABOR
W. B. WILSON, Secretary

2. Democratic control of industry and commerce for the general good by those who work with hand and brain, and the elimination of autocratic domination of the forces of product, either by selfish private interests or bureaucratic agents of government.

3. An 8-hour day and a 44-hour week in all branches of industry with minimum rates of pay, which, without the labor of mothers and children, will maintain the worker and his family in health and comfort, and provide a competence for old age, with ample provision for recreation and good citizenship.

4. Abolition of unemployment by the creation of opportunity for steady work at standard wages through the stabilization of industry and the establishment, during periods of depression, of Government work on housing, road building, reforestation, reclamation of desert and swamp, and the development of ports and waterways.

5. Complete equality of men and women in Government and industry, with the fullest enfranchisement of women and equal pay for men and women doing similar work.

6. Reduction of the cost of living to a just level, immediately, and as a permanent policy, by the development of co-operation, and the elimination of wasteful methods, parasitical middlemen and all profiteering in the creation and distribution of the products of industry and agriculture, in order that the actual producers may enjoy the fruits of their toil.

7. Democratization of education in public schools and universities through the participation of labor and the organized teachers in the determination of new methods, policies and programmes in this fundamental field.

8. Continuation after the war of soldiers' and sailors' insurance; extension of such life insurance by the Government, without profit, to all men and women; and the establishment of Governmental insurance against accident and illness and upon all insurable

forms of property.

9. Liquidation of the national debt by the application of all inheritances above \$100,000, supplemented as may be necessary by a direct capital tax upon all persons and corporations where riches have been gained by war or other profiteering; and payment of the current expenses of Government by graduated income taxes, public profits from nationally owned utilities and resources, and from a system of taxation of land values which will stimulate, rather than retard, production.

10. Public ownership and operation of railways, steamships, stock yards, grain elevators, terminal markets, telegraphs, telephones, and all other public utilities; and the nationalization and development of basic natural resources, water power and unused land, with the repatriation of large holdings, to the end that returning soldiers and sailors and dislocated war workers may find an opportunity for an independent livelihood.

11. Complete restoration, at the earliest possible moment, of all fundamental political rights—free speech, free press, and free assemblage; the removal of all wartime restraints upon the interchange of ideas and the movement of people among communities and nations; and the liberation of all persons held in prison or indicted under charges due to their championship of the rights of labor or their patriotic insistence upon the rights guaranteed to them by the constitution.

12. Representation of labor, in proportion to its voting strength, in all departments of Government and upon all Governmental commissions and agencies of demobilization and reconstruction, and recognition of the principles of trade unionism in the relocation of soldiers, sailors and war workers in peace pursuits, with adequate provision for the support and extension of the department of labor as the principal agency therefor.

13. Representation of the workers, in proportion to their mem-

bers in the armies, navies and workshops of the world, at the peace conference and upon whatever international tribunals may result therefrom, with the labor of this nation represented by the president of the American Federation of Labor and such delegates as the workers may democratically designate.

14. Supplementing the League of Nations, and to make that instrument of international democracy vitally effective for humanity, a league of the workers of all nations pledged and organized to enforce the destruction of autocracy, militarism and economic imperialism throughout the world, and to bring about a worldwide disarmament and open diplomacy, to the end that there shall be no more kings and no more wars.

A SOCIALIST'S VIEWS

PRINTERS' INK has secured a comment on this situation from a man who is in a peculiarly advantageous position to follow closely all developments of a political character in the ranks of union labor. He is Charles W. Ervin, editor of the Socialist daily, the *New York Call*. It will be understood, of course, that PRINTERS' INK does not endorse his views, but presents them as a matter of information.

"There is no doubt whatever in the mind of anyone who is watching the situation closely," said Mr. Ervin, "that union labor is preparing to fight, and fight hard, for the maintenance of the advantages it has gained during the war.

"By this I do not mean merely what have been called high wages. The workers are beginning at last to realize what the Socialists have long told them—that high wages by themselves are a delusion and a snare if they simply lead to high prices. What the workers are seeking to gain is a higher standard of life through higher wages unaccompanied by a relative increase in the price of the things they have to buy. This can only be accomplished by the owners of the machinery of production giving up some of their profits. The organized workers also intend to

struggle to keep the improvement in working conditions that they have gained in some industries during the war.

"We deny emphatically that labor has received during the war wages which were as a whole higher, based on the purchasing power of these wages. Some hundreds of thousands of men have received what are called high wages. It is true that in some cases these increases in wages were relatively higher than the increase in prices of the things they had to buy in order to live. But these increases have by no means been typical of industry.

"On November 30, the New York State Department of Labor issued a statement that in September average wages in New York States were the highest in its history—\$22.31 a week. A few days earlier, Frank P. Walsh, joint chairman, with former President Taft, of the United States War Board, declared officially that a careful investigation showed that in New York \$35 a week was the minimum on which at the present time a worker can decently support himself and his family. Union labor believes, and accepts as a fact, that generally throughout America, both before the war and for the most part during it, the individual worker did not receive enough money to support himself and his family in decent comfort. The constant deficit has been made up by forcing other members of the family group out into industry, contributing their wages, partly or entirely, to keep the family afloat. But we feel—and if possible we shall translate our belief into action—that the working man has the same right to keep his wife and daughters within the home if they care to stay there, that the employer himself has."

"The fourteen points proposed by the Chicago Federation of Labor as the basis for a new political Independent Labor Party are certainly far from being Socialism; yet they may be sufficiently radical to gain the temporary support of many radical thinkers, and they may appeal to a big body of organized labor. Only the fu-

What Subscribers To FARMERS' MAGAZINE Do Today, —Their Neighbors Do Tomorrow

Over 30,000 of Canada's most influential rural families are regular readers of FARMERS' MAGAZINE—people who are the real leaders in their respective communities—people who are largely responsible for Canada's rapid rural development

—upon their purchases depend the purchases of many of their neighbors.

Readers of FARMERS' are able and willing buyers—they are the *first* among rural Canadians to buy pianos, automobiles, phonographs, tractors, trucks and household labor-saving devices. They keep abreast of the times—they want and buy the best. *Proof of this is found in the hundreds of letters regularly received from subscribers.*

FARMERS' should be *first* on your list of Canadian rural publications. It is not an ordinary farm paper—it is a well printed, well illustrated magazine of high editorial standard. *It will enable you to appeal to people who direct and control worth-while phases of Canada's rural affairs.*

FARMERS' circulation of 30,000 in Canada compares favorably with that of any farm publication at home—figured on a per capita basis.

FARMERS' MAGAZINE

Complete Details and Sample Copies
Mailed Upon Request

THE MACLEAN PUBLISHING CO., Ltd.
143-153 University Ave., Toronto, Canada



ture can tell. It must be recognized frankly that a large part of the members of the American Federation of Labor are bitterly opposed to Samuel Gompers and his satellites. They hold that Mr. Gompers, however excellent his personal qualities, has lost touch with the forward march of the times, and that he represents a policy on the part of labor which is no longer adequate to the changed conditions of to-day."

It will perhaps surprise some of our readers who have not studied the current radical doctrines, to know that the Socialists and the radical element in union labor are not at all interested in Government ownership or Government operation of national utilities of the type which exists to-day. As a well-known radical leader told an investigator for **PRINTERS' INK**, "Government ownership is all right if we know who owns the Government!"

THE NEW THOUGHT IN GOVERNMENT OWNERSHIP

"It is perfectly possible," he went on to explain, "for the Government to operate its big enterprises—the railroads, for example—in the same spirit as private enterprise is conducted, and without the slightest advantage to the workers employed. In fact, they may be decidedly worse off. What we wish to see done, is to have the utilities Government-owned but the control of their destinies placed in the hands of the men who actually operate them—not merely hand-workers, but those who work with their brains as well. This group would include—to take the railroads as an illustration—everybody from the chief of maintenance and other executives down to the engineers and firemen, but would exclude the non-resident stockholder."

The Socialists, it must be remembered, are opposed on principle to the institution of interest on invested capital. Since Government operation as at present seen in the case of the railroads, results in guaranteeing interest on such investment in railroad stocks, they are dissatisfied with it.

"We hear a great deal about welfare work on the part of employers, as a solution of labor difficulties," said Mr. Ervin. "I believe I correctly interpret the attitude of labor when I say that there is a strong and growing opposition to welfare work, and that it is doomed to failure insofar as it is an attempt to 'pacify' the working man and woman. In the first place, it is charity, and is often so exploited by the employer. The workingman doesn't want to be an object of charity. He wants to earn enough money to buy his pleasures and comforts for himself. In the second place, welfare work is often made the excuse for holding down wages. The employer argues that the welfare features make his plant an attractive one to work in, and that he can secure his labor below the market rate. Naturally, labor objects to this.

"There is a growing interest among employers in the theory of profit-sharing as a panacea for labor difficulties. If the employer is really willing to give up some of his profits to his employees, he will have the finest kind of guarantee against labor troubles at present. But profit sharing is like welfare work—it offers a tempting cloak to the employer to induce labor to accept conditions which would otherwise not prove satisfactory. The laboring man in the future will not be content with any plan of profit sharing which does not let him know definitely what the profits really are, by having access to the records of the business for that purpose. It would be easy for an employer to conceal the major portion of his profits by paying padded salaries, making unduly large charges against depreciation, and so on. If an attempt is made to conciliate labor by the installation of profit sharing, it must be real division of the profits, and not an arbitrary bonus or dividend of a few dollars once a year, compensated for, as likely as not, by a slightly reduced wage scale in the first place."

If these problems are handled in an intelligent way, Mr. Ervin

Peace Brings Prosperity to Southern Farmers

COTTON

Ragged Europe must be clothed.

Not less than twenty million men are in uniform. During 1919 at least one half of the world's fighting men will return to civil life and civilian garments.

Southern Cotton must inevitably be depended on to furnish material for this clothing.

Commercial Fertilizers are once more plentiful.

Farm labor is rapidly returning to the field.

The release of transportation will make cotton available to pre-war consumers with greatly increased demand.

The Southern Ruralist absolutely dominates the Cotton Belt, and is in line to assist the industrial plants recently engaged in war work in their effort to revive the good will and trade mark value of their products among the Cotton planters of Dixieland.

Send for Rate Card and Circulation Statement

Southern Ruralist

Audited by the A. B. C.

ATLANTA

One Hundred Thousand More Circulation than Next Largest Southern Farm Paper

CHICAGO
J. C. Billingslea
Advertising Bldg.

ST. LOUIS
A. D. McKinney
Post Dispatch Bldg.

MINNEAPOLIS
R. R. Ring
Palace Bldg.

NEW YORK
A. H. Billingslea
No. 1 Madison Ave.

The Beginning of Democracy

"Thou hast most traitorously corrupted the youth of the realm in erecting a grammar school,—and whereas, before, our forefathers had no other books but the score and tally, thou hast caused *printing* to be used, and, contrary to the King, his crown, and dignity, thou hast built a paper-mill."

—King Henry VI, Act IV, Sc. 7.

A Great Crime

In the time of Shakespeare, but what a change! It is difficult for a purchaser of printing to decide who is best to help on the democratic era.

The Great Third Industry

is well represented by the Charles Francis Press, Printing Crafts Building, New York, occupying a space of nearly two acres filled with modern machinery and always striving to maintain the first place in the hearts of our countrymen who must use our product. We invite you to call or telephone Greeley 3210.

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believes that there is not much danger of an industrial upheaval in the United States at this time.

Two other prominent radicals who are probably the best-informed men in America as to the real status of the Bolshevik movement, both at home and abroad, discussed it for PRINTERS' INK. "There seems no likelihood whatever that this movement will gain adherents in the United States to any degree," said one of these men. "We expect to see redoubled activity on the part of the Department of Justice in checking every manifestation of the spirit of revolution in the United States. It seems very unlikely that there will be any radical developments in the United States until long after the entire continent of Europe has taken those steps. While the Socialist vote is approximately 8 per cent of the total voting strength of the country, this vote includes many persons who are bitterly opposed to any trace of Bolshevism. Any effective political action of the near future will almost certainly have to be taken by labor acting as a class, and probably building its activities around the American Federation of Labor as a nucleus."

Summing the matter up, then, it is apparently the case that there is no immediate likelihood of developments in the United States similar to those in eastern Europe. As PRINTERS' INK has already said, the fact that business men everywhere are thinking seriously about the problem of labor, is the best guarantee that this problem will reach a satisfactory solution without the necessity of slackening production through labor troubles of the old familiar type.

The good sense of the business interests of the country may be relied upon, we believe, to meet difficulties in a spirit of good will which is certain to call forth an equal attitude in the minds of those with whom they must deal, and whose interests, after all, lie in the same country, under the same flag, and are based on the same simple human motives.

Senate Committee Kills Zone Law

The Senate Finance Committee last week completed its work of revising the revenue bill. One of the last alterations made was to restore peacetime rates on postal rates by voting out the zone system of charges on second-class matter and by reducing first-class rates from three to two cents per ounce. The postal card rate was restored to one cent. At present the rate is two cents.

In lieu of the zone charges for transmitting mail to greater distances they substituted a postal surtax of one-half cent, making the maximum rate one and one-half cents a pound to all parts of the United States or the insular possessions of the United States.

Under the revision the new rates both for first and second class matter will go into effect July 1, 1919.

There was an overwhelming vote in the committee against the zone rate of postage.

Desbecker With Sonora

John W. Desbecker, who has been handling the Sonora copy for some time past at the Redfield Advertising Agency, Inc., New York, has become associated with the advertising department of the Sonora Phonograph Sales Company, Inc., also of New York. The Redfield agency, which has been handling the Sonora account since its inception four years ago, will continue in charge of the advertising.

Frank J. Coupe, formerly with the Redfield agency, is now advertising and sales manager and a director of the Sonora company.

Theodore Keane Goes With Frey

Theodore J. Keane has become associated with the Charles Daniel Frey Company, Chicago. Ten years ago Mr. Keane was a member of the San Francisco art colony and later promoted the campaign in Minneapolis that led to the establishment of the Art Institute there. In 1912 he joined the staff of the School of the Art Institute of Chicago, of which he became dean of the faculty.

Death of Mrs. M. D. Hunton

Mrs. M. D. Hunton died at the Hotel Woodstock, New York, Wednesday, November 27. She was the wife of M. D. Hunton, Eastern representative of the *Chicago Herald and Examiner*, *San Francisco Examiner*, and *Los Angeles Examiner*.

Fielding H. Staley Dead

On November 25, at his home in St. Louis, occurred the death of Fielding H. Staley. Death was due to pneumonia. Mr. Staley was formerly advertising manager of the National Bank of Commerce, of St. Louis.

Advertising to Promote the "League of Nations" Idea

Newspaper Campaign in Eastern Cities Seeks to Educate the Public on This Plan to End Wars

IN an endeavor to impress upon the consciousness of the American people the fundamental ideas associated with the theory of a League of Nations, the League of Free Nations Association, of New York, has entered upon a "quick-turn" educational advertising campaign. Full page copy appeared Monday morning of this week in the New York Times, Philadelphia Public Ledger and Washington Star. This will be followed up by more advertising of a character and quantity not yet determined, owing to the fact that the association has not as yet adequate funds. However, the officials of the organization are thoroughly convinced that paid advertising space is the most efficient medium for getting its ideas to the general public and are determined to do all they can in the short time remaining before the Peace Conference to crystallize public sentiment in favor of the League of Nations idea, which is supported not only by President Wilson, but by important leaders in France and Great Britain.

The first advertisement was headed, "Do We Really Want to Prevent Future War?" with the sub-title, "Nothing but a League of Nations can do it. Is America ready to do her part? What it involves." The copy says:

"That wars in the future cannot be prevented unless the world forms a League of Nations is the belief of the statesmen of Europe and America; of Premier Lloyd George, of ex-Premier Asquith, of Lord Grey, of President Wilson.

"President Wilson and Lord Grey have both declared that if the league is not formed at the peace settlement it is never likely to be.

"This is the greatest task ever undertaken by statesmen. Premier

Clemenceau says, 'It is more difficult to make the peace than it was to win the victory.'

"America's voice can decide this issue, asking nothing for herself but that there shall be NO MORE WAR.

"You cannot have the League of Nations and its immeasurable benefits for nothing; it cannot be all gain and no giving.

"America must know what it is that she must give and do.

"The statement of principles here published represents the considered judgment of a group of American business men, lawyers, and students of international affairs, after many months of study and discussion."

Then follows the outline of the proposed plan:

"Our organization," PRINTERS' INK was told by Christina Merri-man, executive secretary, "is in no sense competitive with the League to Enforce Peace, with which the public is familiar. We are co-operating with them, and our general ideas are in accord, except on a few minor points. The League of Free Nations Association will simply endeavor to 'sell' the idea to the country, and for this we shall use advertising as our funds permit."

The first advertising copy was signed with a long list of names of social workers, writers, and others. The temporary organization of the association consists of an executive committee headed by Richard S. Childs, of the Bon Ami Company and the A. W. Erickson Company, advertising agency. Mr. Childs, who is the son of William Hamlin Childs, and an official of the Short Ballot Association, is being assisted by Lincoln Colcord, widely known as a writer of fiction. The advertising placed so far has been handled by the Erickson company.

IN 1907

144 babies of every 1000 died in
New York City.

IN 1917

Only 88 babies of every 1000 died.

New York City now has the lowest infant death rate of any large city. This unparalleled achievement is due to Dr. S. Josephine Baker, Chief of the Bureau of Child Hygiene, New York City. Dr. Baker is the greatest practical authority on "Infant Care and Feeding". Her monthly department in our Homemakers Bureau is *another reason* why over 600,000 women carefully read

**TODAY'S
HOUSEWIFE**

Manufacturers Record

In New Size

Commencing with its issue of January 2nd, 1919, the Manufacturers Record will be printed in the 7x10 type page, generally accepted as standard.

In its new size the Manufacturers Record will be easier to handle and more attractive typographically. Its value to readers and to advertisers will be increased.

Manufacturers, business firms and individuals who desire to more intensively reach the South and Southwest during the period of reconstruction work and activity following the war will do well to employ the columns of this long established and universally recognized authority on the South.

The vigorous editorial course pursued

by the Manufacturers Record during the war—which has caused it to be more widely read and to reach a higher place in the esteem of the business men of this country than ever before—will be continued in meeting the problems confronting America in the reconstruction days.

The Manufacturers Record has been called the most pronounced Anti-German and Pro-American business paper in the country. It proposes to discuss in an equally forceful manner the economic questions we shall have to face as a result of the catastrophe that came upon the world through Germany's barbarism. These questions are of vital import to every man, woman and child in America.

MANUFACTURERS RECORD

BALTIMORE, MD.

Advertising forms for January 2nd (new size) will close December 24th. Copy requiring proof must be received not later than December 14th.

Selling FOODS after the War

WHAT are you going to do after the War about that percentage of your output the Government now commandeers? It is easy to sell any quantity of foodstuffs now, but the next few months may see a return to something very similar to pre-War competition and conditions.

You do not want your big War-time sales to dwindle to normal—why not seek new ways and means to hold your increased trade?

Why not sell to Great Britain?

WE are especially equipped—perhaps better than any other agency in the British Isles to-day—to give you the greatest degree of helpful selling service. We are experienced in the successful advertising and selling of Food specialties of all kinds. Yorkshire Relish is one of our successes; Glaxo, the Milk that Builds Bonnie Babies, is another; Ovaltine, the Malt-Milk-and-Egg Tonic Food Beverage, is a third; Hawley's Yorkshire Pudding Powder

a fourth; Collinson's Orient Cocoa is yet another, and so on. We can help you with the essential press advertising—we have a fine staff of consultants, artists, and copy writers; we can look after your trade distribution; we control a Sales Agency which can undertake the organisation and supervision of sales, and we can prepare and print your labels, cartons, lists, your booklets and your dealers' helps, in such fashion as will appeal to British tastes and preferences.

If you wish to retain your War-time trade under peace-time conditions, let us help you sell to Great Britain, and, as a preliminary, please send for a copy of our booklet, "Why I Chose the Saward Baker Agency."

Saward, Baker & Co.

Advertising Service · Printing and Sales Agency

Head Office : 27 Chancery Lane

London, W.C.2 : ENGLAND

Electrical Industry's "Save-by-Wire" Campaign a Success

Event Put on in Many Cities Developed Business and Good Will

THE necessity for coal conservation did not come to an end, automatically, with the signing of the armistice on November 11. Especially in domestic sizes of anthracite is there still a scant supply and at least one more winter of the utmost coal economy must be borne by householders. It happens, consequently, that a campaign begun in September, by the Society for Electrical Development, Inc., was *not* knocked into a cocked hat—like certain other campaigns—by the war's ending.

This particular drive was to increase the sale of electric current by substituting electric heating and cooking devices in the home for the coal-burning range.

There was another reason for the campaign, also closely associated with coal economy. There are many places where the power stations, particularly water power plants, are equipped to produce cheaply a greater load than present requirements call for. If a way could be found of getting consumers to use this extra power, it was figured, this would result in an actual saving of coal, together with additional economies to the consumer.

As an offset to these reasons for the campaign was the fact that the War Industries Board had asked that appliances calling for an unnecessary use of metals and labor should not be pushed. Contractor-dealers were faced with the difficulty of having their men leaving for war, with the contraction of credit and the stoppage of building.

Nevertheless, in many sections there were jobbers, contractors, dealers, etc., with establishments, stocks of appliances on hand, etc., facing the alternative of doing such business as they could, or of closing up for good.

The plan of campaign to en-

liven business hinged on the need of coal conservation. If a central station could increase its load close to capacity, augmenting its revenues without a relative increase in cost, there would be a saving. If a housekeeper can save fuel by using a grill or an electric stove, if she can save time and trouble and labor by using a washing machine, with slight addition to wiring equipment, there is a saving all 'round.

The Society for Electrical Development has figures to prove that one electric iron saves 1,139 pounds of coal a year over the old method, and similar statistics for other appliances.

WOULD INCREASE CURRENTS USED WITH LITTLE NEW MATERIAL

It was decided to go after those families whose homes already were equipped to a limited degree for electrical service. These homes are usually wired primarily for lighting. If the housekeeper uses an iron or a toaster, it ordinarily means that she has to unscrew a lamp bulb and insert in its socket the plug for the particular implement she intends to use. The inconvenience of this acts to some extent as a deterrent to her extending her use of electricity in the home.

Therefore, the nub of the save-by-wire campaign consisted of an effort to educate the housewife to the need of "convenience outlets" in the house, i. e., sockets placed in logical spots around the house where she has only to insert a plug to operate an electric sweeper, or washing machine, or heater, etc.

This would directly tend to increase her use of power, and make her a prospect for additional appliances. Moreover, the campaign was designed to bring back into use appliances already in the home, but laid away, per-

haps, because the owner was tired of unscrewing a light bulb and going through the necessary rigmarole before attaching the appliance. This is no idle representation; it is claimed that 75 per cent of electric appliances sold are not in use.

A plan of campaign was laid out, beginning with methods of organizing local members of the electrical business, whether manufacturers, contractors, dealers, or central station men; through to the necessary advertising copy, folders, posters, window displays, cuts, etc., for staging a campaign properly. It might be said here that no small benefit from the campaign was the bringing together in committees for mutual help of interests often working at odds with one another. Many committees remarked this phase of the campaign in making their reports to the Society.

HELPED CUSTOMERS TO SELL THEMSELVES

Two special pieces of printed matter that proved very effective where used were a uniform estimate blank and a price tag that "talked the goods" to the prospect.

The estimate blanks consisted of three sheets, letter head size. On one was printed floor plans for various parts of a house, showing every possible device that might be used, with the necessary outlets. The contractor, in talking with a prospect, would suggest here and there with his pencil, and as the prospect agreed, would enter the proposed work on a uniform proposal blank. This proposal form represented virtually a specification sheet for the wires, amount, and character of work to be done, and when signed by the prospect in duplicate, became a contract for the work.

The price tag consisted of a replica of the poster, "Do it Electrically," and cost data on one side, with some maxims for saving by electricity on the other. These tags were made to attach to appliances, to tell the price and

the cost in operating. "Yours for \$—" was one line for the merchandise man to fill in; "Cost to operate, —c. per hour," was the other point of information that might make a prospect sell herself simply by consulting the tag.

Many towns reported good immediate results from their campaigns, and educational work started, from which they hoped to profit when times were more "looking up."

"Among the general consumers of electric service," remarked a committee man, "we found many who incidentally appreciated the idea of outlets in preference to changing wires, and among these there developed a considerable number of other jobs which were never considered necessary or possible."

A big power company in Pennsylvania had to discontinue accepting contracts as a result of the campaign, until the bulk of the work on hand should have been completed.

"One of the big features of the campaign," reported this company, "is the getting together of our customers and prospective patrons with our organization. We have found that much good will has been established, and many people have begun to consider us in a friendly light instead of the hitherto antagonistic spirit."

In another town of 20,000 inhabitants, with 2,200 electric customers, the central station adopted a slogan of "One an hour," meaning that each of its three salesmen should sell a new outlet every working hour during the drive. The actual new installations were 682 outlets, "with any amount of other business, which trailed on these direct leads," as the report says.

Death of Arthur G. Koch

Arthur G. Koch, president of the Thompson-Koch Company, Cincinnati advertising agency, died November 25, after a short illness. He had been identified with the advertising business for many years.

He is succeeded as president of the Thompson-Koch Company by A. F. Baumgartner, who has been associated with the agency for ten years.



THEODORE J. KEANE

has recently joined the idea and creative service staff of *Charles Daniel Frey Company*.

Mr. Keane achieved notable success as Managing Director of the Fine Arts Society of Minneapolis, and in the organization of the Art Institute of that city, while his later work as Dean of the School of the Art Institute of Chicago was national in its scope.

Mr. Keane happily combines an appreciation of the problems of commercial and industrial activity with a thorough knowledge of the application of illustrative art to advertising.

CHARLES DANIEL FREY COMPANY

Advertising Illustrations

104 South Michigan Boulevard
Chicago

Trans-Atlantic Passenger Traffic Still on War Basis

Steamship Companies Will Probably Be Unable to Advertise for Patrons Until Articles of Peace Are Signed—Demand for Reservations on Liners for Europe Is Already Active

"THE very next day after the armistice was signed," said R. S. Haire, who has been handling the war business of the Compagnie Generale Transatlantique, otherwise known as the French line of steamships, "about a thousand advertising solicitors, more or less, called at the office to secure contracts for advertising. They assumed that because hostilities had ceased by mutual agreement that we were immediately ready to launch an extensive publicity campaign. When I told them that we were in precisely the same position that we had been in ever since the French Government commandeered our ships, and that there was hardly the ghost of a chance that there would be any change until President Wilson issued a proclamation announcing that articles of peace had been signed, they seemed to be much surprised.

"Until the French Government releases control of our fleet of ships we will be unable to resume our usual volume of advertising. We have done but little advertising during the war period in compliance with orders. What little we have done was not for the purpose of attaching passengers to our line but to keep alive the public good will which we had already acquired.

"At present we could not accommodate a fraction of the people who want to go to Europe to see the devastated towns and fields of France while their wounds are still fresh. There are in this country over 2,000 French officers who have been acting as military instructors or are members of the various missions that have been sent to the United States, who

will be taken back home by our ships."

That the French line intends to advertise extensively as soon as it is in a position to do so is shown by the fact that it has already prepared a large amount of printed matter, consisting of posters, hangers, and folders, which will be ready for instant distribution when the company is once more in control of its steamships.

T. J. Stead, advertising manager of the Cunard Steamship Company, confirmed the above statement, in speaking of his company's advertising plans. Already he is besieged with requests for reservations that cannot be filled.

The International Mercantile Marine Company's big fleet of steamships which was recently purchased by the United States Government, will not be able to handle passenger traffic to any great extent until the complications arising out of the war have been settled, and this will not probably occur before next summer.

The United Fruit Company, which handles a large volume of the passenger business between this country and Central America, South America, and the West Indies, will not be in a position to advertise until its fleet, which has been taken over by the United States Government, has been turned back to the company. At present it has only two small steamships at its command.

It will be seen from the foregoing that the principal steamship lines to Europe are likely to remain under the control of the Governments of the several countries to which they belong until the articles of peace have been duly signed. In the meantime they will be taxed to capacity to bring to this country the United States troops now in Europe and to take abroad food supplies for our own Army and to supply the needs of our Allies.

Fred. S. Richards, formerly with McConnell & Fergusson's Winnipeg office, has been appointed manager of the mail-order department of the W. H. Stone Co., Limited, of Winnipeg.

Greatest Daily Circulation Growth

Greatest Daily Circulation Growth

IN THE HISTORY OF ST. LOUIS JOURNALISM

is that of the GLOBE-DEMOCRAT during the past year. From an average of 135,666 for October, 1917, its daily circulation has grown to

179,876

An Increase of

44,210 Copies Daily

Daily Average for October, 1918

No other St. Louis newspaper has ever achieved so tremendous a growth in daily circulation during the brief space of a twelvemonth.

The GLOBE-DEMOCRAT'S Daily Circulation at 2 Cents Is Now 10,000 Larger Than It Ever Was at 1 Cent!

St. Louis Globe-Democrat

Largest Daily Circulation of Any St. Louis Newspaper

F. ST. I. RICHARDS
302 Tribune Bldg., NEW YORK

GUY S. OSBORN
1302 Tribune Bldg., CHICAGO

I. R. SCOLARO
403 Ford Bldg., DETROIT

R. J. BIDWELL,
742 Market St., SAN FRANCISCO

NATIONAL REPRESENTATIVES:

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS



“I Am Thinking About the Consumer Again”—

said the owner of a large textile mill who sat with us for a couple of days planning a new brand of underwear.

“For a year and a half,” he continued, “patriotism as well as good business dictated that I turn over to government work the entire capacity of my mill. The day peace was assured I began to turn my attention back to the consumer again and soon learned that new mill methods, and completely new selling and advertising plans had been made necessary by the war.”

This agency sits in the conferences on the problems of peace, with clients well distributed both in regard to location and to character of business.

We feel that looking at the subject from all these different viewpoints makes us competent to approach with confidence any advertising or selling problem anywhere.

H. E. Lesan Advertising Agency

440 Fourth Avenue

New York

755 Old Colony Bldg.

Chicago



Some Clients We Are Serving

Big Four Route	Cincinnati	Railroads
Christian Science Publishing Society	Boston	Periodicals
Dodd, Mead & Company	New York City	Books
Guaranty Trust Company	New York City	Banking
Italian Discount & Trust Company	Rome, Italy, and New York City	Italian Banking
Lake Erie & Western Railroad	Indianapolis, Ind.	Railroads
Lastlong Underwear Company	Oswego, N. Y.	Underwear
Michigan Central Railroad	Chicago	Railroads
Nazareth Waist Company	Nazareth, Pa.	Children's Waists
New Process Gear Corporation	Syracuse, New York	Machinery Specialties
New York Central Railroad	New York	Railroads
Pathescope Co. of America, Inc.	New York	Home Motion Picture Machines
Peek Brothers & Winch	Brooklyn	Tea
A. J. Picard & Co.	New York	Automobile Accessories
Postal Life Insurance Company	New York	Life Insurance
Raymond & Whitcomb Company	Boston	Tours
Rome Textile Company	Rome, N. Y.	Children's Underwear
Rutland Railroad	Rutland, Vt.	Railroads
Standard Oil Cloth Company	New York	Oil Cloth and Wall Covering
Swansdown Knitting Company	New York	Sweaters
Henry Tetlow Company	Philadelphia	Toilet Preparations
U. S. Light & Heat Corporation	Niagara Falls, N. Y.	Storage Batteries
Wright-Martin Aircraft Corporation	Long Island City	Aeroplanes

H. E. Lesan Advertising Agency

H. E. Lesan, *President*

F. H. Sisson, *Vice-Pres.*

Jas. Mackay, *V. P. & Gen. Mgr.*

E. K. Gordon, *Treas.*

Chas. Lansdown, *Sec'y*

Wesley Sisson

A. D. Clark

E. G. Gyger

F. J. Coleman

When the West Calls for the Mail

WEEK in week out—month after month—in the short time of seeding and harvest—during the short, quiet winter days, the farmers of Western Canada call at thousands of post offices for their mail.

And one of the most important items of their mail each week and month, is the Farm Journal they subscribe to.

The farmer trade of Western Canada is all important.

Sixty-five per cent of Western Canadians are farmers.

Practically all the retail stores through which goods are sold are located as near him as they can get—because they exist on his trade alone.

The Farm Journals listed here

should *carry your* advertising. Every month these well edited papers, devoted specifically to the farming trade furnished information, education and recreation to the farmer *and his family*.

This is a compact and profitable market—actually and potentially it is one of the most profitable and accessible markets in the whole world. Western Canada crops are worth more this year than ever before. The present state of this market and its illimitable possibilities, warrant you in taking immediate steps to cultivate this field.

Every recognized Advertising Agency is in possession of the circulation, rates and all details of these four leading Western Farm Papers. Or if you want specific information regarding the markets for your goods among their subscribers, write direct to

The Farm Papers of Western Canada



Farmer's Advocate Grain Growers' Guide
(Weekly) Winnipeg, (Weekly) Winnipeg,
Member A. B. C. Member A. B. C.

Canadian Thresherman and Farmer
(Monthly) Winnipeg,
Member A. B. C.

Nor-West Farmer
(Semi-Monthly) Winnipeg
Member A. B. C.

Next—The Red Cross Roll Call for New Members

Begins December 16 and Runs for a Week—Besides Newspapers, 1,047 Periodicals, With Circulation of 54,000,000, Will be Used

THE last great appeal for the support of a war service organization in 1918 will be made during the week of December 16 to 23 in behalf of the Red Cross. It will not be a campaign to raise many millions of dollars, but rather a Christmas Roll Call for memberships at one dollar each. If successful, and there seems to be little doubt of that, because of the deep interest taken in the work of the organization by all classes of people, several million names will be added to the roll of members. Coming at the close of the year when the Christmas spirit is abroad the response that will follow the appeals made through advertising, through addresses and through personal solicitation by an army of volunteer workers, will be large.

The executive secretary of the Membership Roll Call is C. S. Clark, of Washington. Ralph Foote, the director of advertising of the Red Cross, wrote most of the newspaper and magazine copy, the illustrations for the latter being furnished by the Division of Advertising. Twenty-four pieces of copy, based upon the war, were completed and ready for distribution when the armistice was signed. Nearly all of the advertisements had to be scrapped because they were not adapted to the new situation and

new copy had to be prepared immediately.

The newspaper advertisements, eight in number, are simple in design and illustrations. "Join the Red Cross—All you need is a heart and a dollar" is the injunction at the bottom of each one.



**The Spirit of the Red Cross
Should Enter Every Home**

THROUGH the Red Cross all the love of kindred and country, which gives our National soul its greatness, finds expression.

Those who love America, believe in humanity, and have faith in God, must count themselves proud to answer "prayer" to the Red Cross Christmas Roll Call, December 16th to 23rd, during which period the privilege of membership is to be extended to every loyal American.

Let us grasp this opportunity to make this a Red Cross Christmas.

Let us be able to tell our boys at the front, when we and them our Christmas greetings, that America stands solidly behind the Red Cross—*the Red Cross*—with full membership in every home.

Let us tell them that the beautiful spirit of love, and compassion, and generosity, and unselfish service, has entered every home in our land—from the smallest farm in Maine to the largest ranch in California.

No other message we can send will give them greater courage or encouragement. They know what the Red Cross means to them.

Join the Red Cross
All you need is a heart and a dollar

Advertisement through Division of Advertising

U. S. Civil Control Administration

This cross contributed for the Winning of the War by

Wear Your Button

Fly Your Flag

ONE OF THE ADVERTISEMENTS USED BY FARM PAPERS THIS MONTH

At the left of the phrase is a small picture showing the Red Cross emblem in a window and below it the request, "Put your flag in your window—let your neighbors know you haven't forgotten Belgium and France and our boys who remain overseas."

On the right is a picture of the Red Cross button which every member will wear, and the motto, "Wear Your Button." The keynote of the several pieces of text is "Join." Some of the points emphasized are these: While the work of the soldier is practically finished the work of the Red Cross has just begun. All of the countries that have been devastated by the war need help such as the Red Cross alone can give. The people must be furnished with food, clothing and shelter, and the only one of the Allies that is in a position to render this aid is the United States. The Christmas appeal manifests itself in such phrases as the following:

"Let us all realize that, in our happiness of another Christmas of Peace and Plenty—let us not forget the sufferings and privations of our war-torn friends across the sea—let us make our Christmas festival a Red Cross Christmas with full membership in every home."

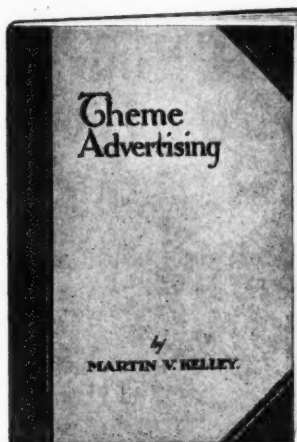
The director of advertising states that distribution of the advertisements will be effected through the Roll Call Chairmen of nearly 4,000 Red Cross Chapters throughout the country. Pages will be used in 5,000 daily newspapers during the week of the drive and the preceding week. In addition small ads will appear in several thousand country weeklies. The space occupied will be contributed by local merchants and other business men.

To the Division of Advertising, of the Committee on Public Information, was given the task of aiding in the preparation of magazine advertisements, the posters and other printed matter. The work, which is now completed, is the last to be undertaken by the Division before it passes out of existence as a result of the ending of the war. A glance at the advertisements that have been prepared does not reveal any new note either in text or in illustrations. The ground has been so thoroughly covered in the campaigns of the past four years

that there is little new to be said. Had it not been for the fact that the appeal is to be made during the Christmas season there would have been little chance to differentiate this from the other efforts that have been made. Naturally the "mother" motive is made prominent in the copy. The illustration "The Greatest Mother in the World," the most touching of all pictures employed in the last campaign, dominates two of the advertisements. "She is counting her children," runs the text of one of them. "She wants your name—and yours—and yours—the names of all her children. Let the Greatest Mother in the World see what a big, proud, family she has. Right now your Red Cross wants your name—not a contribution—wants to know that you are a member. Give your name and a dollar to the next Red Cross Worker who asks you for it."

The most touching of all the advertisements is one headed "Mother." "I used to be a little bit ashamed of the way I felt about Mother," it says. "I loved her, of course—loved her with all the love that could be crowded into a boy's heart—but I hated to show it. Only girls and babies, I thought, showed affection. It wasn't 'manly' for a boy to be petted—especially if there was some one around to see. I used to go to mother when I had cut my finger or had some childish grief or woe, and she would bind up the wound in my finger and my heart and drive away all the pain and sorrow in some strange mysterious way that only mothers know about."

"Then she'd put her arm around me and smooth my hair—but I'd pull away and swagger out, whistling loudly and play with my dog. But at night when I'd gone tired to bed I'd think about mother. And always she appeared in a soft light with a smile of understanding to myself and I called her 'The Greatest Mother in the World.'" The text then goes on to tie up this thought to the spirit of the Red Cross organization.



"Theme Advertising"

A Book
Pocket Size
Tersely Told, with
Color Illustrations

IT explains a new development in advertising, and is exceptionally valuable right now because of the after-the-war business problems.

A limited number of copies will be mailed, without charge, to business men upon request.

Martin V. Kelley

New York, N. Y.
171 Madison Avenue

Toledo, Ohio
607 Second National Bk. Bldg.

It Keeps Your Name Where the Telephone Orders Come From

It is not sufficient for the manufacturer to-day to back up his general advertising with memory-jogging Dealer Helps in the stores.

There's another group of big buyers who are not reached by Dealer Helps in the stores.

They are the *telephone shoppers*, and the way to reach them is by using the New York City Telephone Directory and other Bell Telephone Directories that cover all New York State and Northern New Jersey.

Such advertising is economical, enduring, resultful. It reaches your prospect just when you want to reach him—when he is in a buying mood.

May we talk with you about this most used and most useful medium?

NEW YORK TELEPHONE CO
Directory Advertising Department
15 DEY STREET ∴ NEW YORK
Telephone ~CORTLANDT~ 12000.

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These and other advertisements have been sent to publications all over the United States through the local committee. They will appear in the December monthly magazines and in the weeklies, a week or two before the campaign opens.

One hundred and thirty-six general magazines will be represented in the advertising, 153 farm papers, 524 business and miscellaneous publications, 92 house-organs, 55 foreign-language weeklies and 87 college papers. The total circulation is estimated at almost 54,000,000 and the value of the space contributed at \$164,-563.21.

Over 300 house organs and 1,500 fraternal publications that carry no outside advertising will use cover designs, in colors, furnished by the publicity department through the Division of Advertising.

Other advertising mediums to be employed will be car cards which will be shown in every city throughout the country; twenty-four-sheet posters, which will appear wherever there are poster stands, 30,000 window displays will be placed where they will be most effective; cut-out counter cards in two designs and seven sizes, and four colored envelope stuffers which will be widely distributed.

Five small sheet posters—the kind that are used in store windows, on the fronts of buildings, and other conspicuous places, will be distributed in large numbers. Of these, two were employed in the last Red Cross campaign—the “Greatest Mother in the World” and the other, Harrison Fisher’s Red Cross girl. Concerning the latter an interesting story is told. The design had been turned down by the Committee when a wealthy society woman, who visited headquarters saw the picture and was so impressed by it that she volunteered to pay the expense of its reproduction as a poster. The offer was accepted and the picture was extensively used in the New York campaign. It made such a favorable impression

County Agricultural Agents travel an average of 5,000 miles per year, in their work among farmers.

An Ohio County Agent travelled 19,066 miles last year, of which 1,676 miles was by Rail and 17,390 miles by Automobile.

This is one reason why “the County Agent movement is the greatest and most practical universal (agr.) extension movement ever inaugurated in any country.”

American Farming, since 1916, has been publishing results of County Agent work from all States. Their successful plans, ideas, and achievements comprise the most instructive and helpful information that farm people can possibly obtain.

We have compiled a little booklet descriptive of the County Agricultural Agent movement. The information it contains is invaluable to every one interested in trade with farm people.

Ask for Booklet C
Sent Free on Request

American Farming
Estab. 1916

DUANE W. GAYLORD, *Publisher*
GEO. H. MEYERS, *Adv. Mgr.*

Chicago

PAUL W. MINNICK, *Eastern Rep.*
23 East 26th St., New York

By Their Fruits

"By their fruits ye shall know them."

One of the fruits of Christian Science is

The Christian Science Monitor

An International Daily Newspaper

Here you see the power and value of Truth and Principle applied to the affairs of the whole world.

You see a newspaper without sensationalism, gossip, unsavory details, exaggeration or falseness. And yet—or rather because of it—a highly interesting and edifying newspaper. The Monitor is all the more interesting because its readers know that what they read is true, and therefore has a real bearing upon their thought and lives.

The Christian Science Monitor is \$9.00 a year by mail, or may be obtained at news stands, hotels and Christian Science reading-rooms. A monthly trial subscription by mail anywhere in the world for 75c; a single copy for 3c stamp.

THE CHRISTIAN SCIENCE PUBLISHING SOCIETY

BOSTON U. S. A.

Sole publishers of all authorized Christian Science literature

that the committee decided to employ it throughout the country in the present membership roll call.

Of the three other posters, one by Jessie Wilson Smith shows a little boy sitting in a window of his home pasting on a glass a sheet of paper upon which is printed a Red Cross Emblem. The caption at the top reads, "Have You a Red Cross Service Flag?" On the top of the window hangs a Christmas wreath of holly. The second presents a portrait of President Wilson by Meilziner, underneath which in large type is the message "I Summon You to the Comradeship," signed by the President. The third of the posters," by Ray Greenleaf, shows at the top a snowbound cottage in one window of which appears the Red Cross Service Emblem. "Answer the Red Cross Christmas Roll Call. All you need is a heart and a dollar," is the inscription below. The strength of the appeal of all these posters lies in the simplicity of their designs. Only two have a distinctly Christmas flavor.

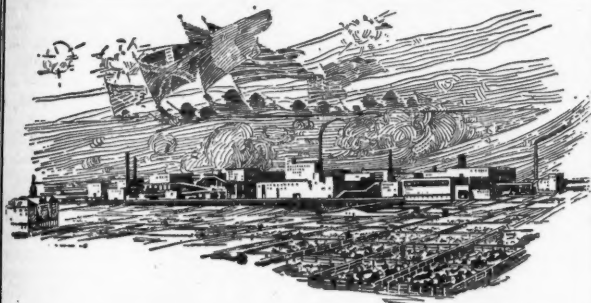
A special poster by Edwin H. Blashfield, of New York, will be made the feature of the window trims, that will be used by stores of the larger cities.

Another of the features of the window displays will be a striking picture of an idealized Red Cross nurse posed by Billie Burke, the actress. The figure is clothed wholly in white, while upon her bosom is seen the emblem of the organization; the only bit of color shown. Below on the ground lies a wounded soldier, his head bandaged, his clothing torn and ragged, stretching out his hand in mute appeal toward the white-robed nurse.

"Manufacturers Record" Will Change Size

Commencing with the issue dated January 2, 1919, the *Manufacturers Record*, Baltimore, will change the size of its type page to 7x10 inches.

The subscription price of the *Quebec Telegraph* has been advanced to \$5 a year, or two cents per copy.



An International Service Built on Tiny Profits Per Pound

Some industries have been able to get in step with war demands more quickly than others.

In many cases mighty plants have sprung up—but at a prodigious cost.

The packing industry was able to adapt itself to unheard of demands more quickly, perhaps, than any other industry. And this was because the vast equipment of packing plants, refrigerator cars, branch houses, etc., had been gradually developed to its present state of efficiency, so that in the crucial hour it became a mighty international system for war service.

And how had this development taken place?

Not by making vast inroads into the capital wealth of the country, but largely by using, from year to year, a portion of the profits, to provide for expansion.

Swift & Company's profits have always been so tiny, compared with sales, that they have had practically no effect on the price of meat, (amounting to only a fraction of a cent per pound).

And yet the owners of the business have been content with reasonable returns on their capital, and have been able, year after year, to put part of the profits back into the business to provide for its expansion.

These fractions of tiny profits have been repaid to the public many fold in the form of better service, and better and cheaper meat, and made it possible for Swift & Company to meet, undaunted, the sudden cry for meat for overseas.

Could any other method of financing a vital industry involve less hardship to the people of the country? Could there be a better instance of true "profit-sharing" than this return in added usefulness and in national preparedness?



**Swift & Company,
U. S. A.**



★ MEMBER OF ★
UNITED STATES
 ★ FOOD ★
ADMINISTRATION



**A FAMILIAR SIGN Which Helps
 Conserve Food Also Helps to
 CONSERVE PAPER**

Meyercord Genuine Decalcomania Signs constantly work for you as well as for the Government.

They place the name of your product before the public eye in the most unusual, attractive and conspicuous manner.

Unlike ordinary printed or lithographed signs and cards, there is no waste in Meyercord Signs, either in expense, circulation or paper.

Once applied to the dealer's window you know that the beautiful oil-paint colors are there to stay.

You know that the dealer is pleased with it because it is artistic, out of the way and helps to move the goods.

You know that you are getting the full benefit of its advertising value, day and night, and that people see it coming and going, inside and outside.

THE MEYERCORD COMPANY
 Chamber of Commerce Building, Chicago

MEYERCORD
GENUINE DECALCOMANIA
WINDOW SIGNS

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"The Traveling Circus"

Which Enables Salesmen to Make Good Window Displays in Country Stores

By D. H. A.

"THE Traveling Circus," as the salesmen call it, is a light, well-made wooden box, about four feet by six feet by one foot.

The top screws on, so that it may be removed and put back on a good many times before new holes need be made.

Into this box is put a large, folding cut-out, which is made up by hand by a card writer, and consists of three parts—the main central display card and two flaps. All three sections are framed and the flaps are hinged onto the central section. When folded up, they make a compact bundle which is laid in the bottom of the case. On top of this go enough dummy boxes to make a nice window display. On top of the boxes are packed several yards of window trimming material.

This outfit costs considerably more money than the ordinary advertising matter which most houses send to a dealer. But it has this advantage—there is no waste and each "traveling circus" pays for itself many times over and gets real business.

As September first approaches, which is the time when the national advertising starts, four of these outfits go into each salesman's territory.

The case is not sent direct to a dealer but to the salesman, in care of a certain dealer (dealer's names being supplied by salesmen). For instance, the case is sent to A. C. Smith, care of Reed & Horton Drug Co., Bend, Oregon.

The case is timed to arrive a day or two before the salesman gets there, and so is set in the store waiting for the man. When he gets there, more or less curiosity has been aroused and the boss and the clerks generally stay close while the salesman borrows a

screw driver and opens the case.

Invariably, the dealer is willing to have the salesman put in a nice big window, so the background comes out first and is set in the back of the window, the two flaps being brought somewhat forward to make a nice self-supporting background. Then the salesman finds three empty wooden boxes, about the size of soap boxes, and puts one in front of each section, drawing the cloth over the boxes and bringing it up to the front of the window. It is only a matter of five or ten minutes before the dummies are set up, and it is very rare, indeed, that any small town has ever seen a more striking or effective window display.

INSTALLATION FOLLOWED BY ORDER
FOR NEW GOODS

As soon as the display is in, the salesman checks up the dealer's stock, and if he finds the dealer is low on any of the boxes displayed in the window, it is very simple indeed to secure an order for them. If necessary, the salesman has instructions to wire the order into the house and the goods go out quickly by express.

With the window display in, the clerks are naturally enthusiastic and the dealer feels he is getting real "dealer help service," so it is not hard for the salesman to secure the consent of the dealer to arrange his package case so that this particular line of boxes predominates.

Then that town, so far as that particular store is concerned, is put into what might be called a "receptive mood" for the advertisements which come out in magazines.

It takes surprisingly little time to put in a window of this kind as everything is ready and the entire display is thrown together in a very few minutes, especially as

there is generally a clerk or two to help. While the outfit figures up to cost about \$7.50 complete, still, inasmuch as there is no waste and the outfit is doing good work all the time, it has been found profitable advertising, especially to back up magazine ads.

The great problem is not so much to see how much advertising matter and dealer helps can be sent out, but how thoroughly that which is sent out can be used.

THE DISPLAY ON ITS TRAVELS

But the "Traveling Circus" has not yet really commenced to work with its first appearance. It received its name through its roving disposition. In two weeks the salesman is back at the same store and then the window is quickly taken down, dummies, background and cloth are packed back into the case, the lid is screwed on and the case is shipped by the salesman to some other store, where he will be a day or two after it arrives, and the "circus" is installed for another two weeks' stand. These showings continue without interruption until the dummies commence to appear worn, which is generally after five or six showings, and then the case is shipped back to the house and new dummies are put in, the cloth is cleaned and the backgrounds fixed up (generally the frames need a little repairing).

With each salesman having four of these outfits in his territory, it means an initial expenditure of \$30 per salesman, but he gets in enough displays to have at least one display in every small town in his territory during the season. And these displays are big enough and striking enough to dominate anything appearing in that town at that time. The dealers think they are the greatest thing in the way of dealer helps ever put out and the salesmen like them because they are quickly installed and invariably insure a good order. Then, too, there is a glamour in the way the outfits are sent ahead, especially the stunt of having them go personally to the salesman, in care of a certain

store, which insures some genuine curiosity worked up in advance and sets the stage for a real circus entrance.

Compared to an ordinary window trim costing around \$1.50, an outfit of this kind is expensive, but in the end it is very economical because it outlives the ordinary display sent out with a case of goods, and there is no chance of it going to waste by being left in the back of the store.

But its strongest advertising feature is that this outfit has so far proven to be the most striking piece of advertising sent into small towns, and wherever it is being shown it indelibly impresses the line upon the minds of the small town population.

In larger cities it would not prove so effective, as there the stores have good enough window trimmers to put in equally attractive displays, but in the small towns, say of six or seven thousand and under, this "traveling circus" is living up to its name.

The idea was originally worked out by a house which had but a limited advertising appropriation; so little in fact that there was not enough money with which to buy dealer helps good enough to make a real showing. At present, however, these window displays have worked themselves firmly into a real job and are the principal support of the magazine advertising.

Sunkist Puts Out 120 Tons of Display Cards

Colored price cards for Sunkist oranges, picturing important uses for oranges, will be supplied merchants this season by placing them in the boxes as the fruit is packed. Three million of these cards have been ordered, approximately 120 tons of light cardboard being used in their production.

On Detached Service for "Stars and Stripes"

Sergeant Walter S. Rowe, formerly advertising manager of The Estate Stove Company, Hamilton, Ohio, and now a member of Battery E, 136th Field Artillery, A. E. F., is now on detached service as advertising assistant with the *Stars and Stripes*, official publication of the A. E. F.



The
Stubbs Company
Offset Printers
 Detroit & Michigan



Send for Your Copy
 of this beautiful oil Painting
 suitable for framing. Reproduced
 in full colors by the Stubbs Comp-
 any's Offset Printing process. *done*
Original painting by the Menzinger Studios

Cleveland Office - 721-725 Engineers Bldg.
- Clyde J. Gensky Mgr. -



EMERGING THE VICTOR



THE STERLING ENGRAVING COY.

LARGEST PHOTO-ENGRAVING HOUSE IN THE UNITED STATES

200 WILLIAM ST. - 10TH AV. & 36TH ST. NEW YORK

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Address
Association

Advertising World Reconstruction

"Advertising Must Carry the Message of Confidence in the Future of America and the World"

By George Frank Lord

Director of Advertising Du Pont American Industries

IN extending to me an invitation to address you, your committee requested me to talk about the past and prospective expansion of the Du Pont business. Later the subject suggested was "Matters pertaining to readjustment work such as the Du Pont Company is doing."

I would prefer to be general rather than specific for two reasons: 1—Because the problem of reconstruction is so vast that the activities of even so large an organization as ours are relatively insignificant, and 2—because the expansion of the Du Pont Company was originally not undertaken as a patriotic or national duty, but in the ordinary course of commercial progress.

It is comforting to feel that one's concern is actuated chiefly by humanitarian and patriotic motives, but it is much safer to assume that the motives of a commercial organization are always commercial.

In time of war, as has been shown, commercial concerns do rise to the emergency and are patriotic, but under peace conditions it is unsafe to count on altruism in business except insofar as altruism can be proved to be good business.

The part that America will play in the reconstruction of the world is bound to be humanitarian in effect regardless of the dominating commercial motive, because for the first time in our history, we, as a nation, have acquired world consciousness and must of necessity develop our business on a scale consistent with the world's demands upon us.

In other words, an opportunity we did not seek and which, in fact, did not exist before the war,

has been thrust upon us. The advantages we derive from the opportunity will depend on how well we discharge the responsibility, because the responsibility is also the opportunity.

We advertising men follow a well known method in formulating plans of campaign. We study the article or service we have to offer, the extent and character of the potential market, the modifying and restricting factors affecting the capture of that market, and then lay out a plan based on the facts.

In like manner, any successful plan for world reconstruction must be based on a careful analysis of the conditions of the world to be reconstructed, the conditions of America—the proposed reconstruction leader—and the modifying or restrictive factors that will affect our activities.

TO-DAY'S WORLD ANALYZED

What are the world conditions?

They may be roughly classified as material and moral.

The most important material conditions are:

1. A complete stoppage of all constructive effort in most of the commodities of the world, and a negligible amount of constructive effort in America.

This stoppage has been due in large part to diversion of effort to war work, and to some extent to destruction of constructive facilities.

The reconversion of war industries will start immediately and can probably be completed within one year. The rebuilding of destroyed factories, railroads, highways, farms and machinery will take many years.

The loss in man power will probably within a few years be fully offset by elimination of pre-

war idleness and increased employment of women.

2. A great shortage of raw material, due to consumption in war work, lack of production of materials chiefly used for peace-work, lack of distribution due to shortage of transportation facilities.

3. A great shortage of food, due to European stoppage of farming, destruction of farm land, buildings, implements and death of farmers in the war, and lack of distribution from countries that export food to those dependent on imports.

4. A great shortage of manufactured articles, due to conversion of industries to war work, scarcity of labor and fuel, and stoppage of non-war industries.

5. In Europe a general reduction in the force of young workmen through death or disability in the war. This loss will be felt more in later years than in the near future. It is a loss affecting a generation. It means the continued employment of women.

6. Financial poverty in Europe with proportionate affluence in America and Japan. This means that America and Japan will be the two great creditor nations that must finance all the rest. The poor nations must buy of the rich, with credit extended by the rich nations.

The most important moral conditions are:

1. The end of autocracy; not merely the end of monarchs, but also the end of all caste distinctions. Perhaps in America, too, many have viewed the toppling of thrones without realizing that the same world moral force that caused the termination of monarchical autocracy also logically requires the termination of hereditary power, nepotism or any other power not earned.

In America, the world's leading republic, we have autocrats in social, commercial and political circles, who should realize that the stake in the world war has not been the unseating of autocratic monarchs only, but of all power that is bequeathed, bought

or assigned, but not earned and deserved by service and capacity.

2. A world-wide ratification of America's Declaration of Independence, which should bring to Americans a greater, clearer realization of the true power and significance of that immortal document, and a greater feeling of responsibility of the country that originated it, to carry out its provisions more fully, more practically than ever before.

It would be well for every American to study more closely the principles therein set forth and translate them into practical application to present-day conditions.

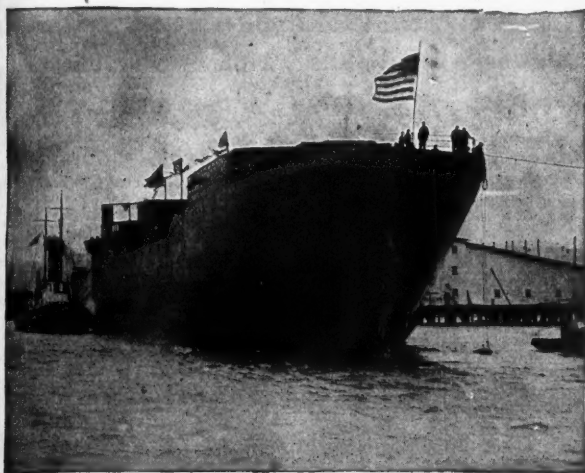
3. The responsibilities of the strong to safeguard the interests of the weak. This is based on the principle of the common interest and brotherhood of man. It applies not merely to big nations in their relations to small nations. It covers also the relations of the rich to the poor, the employer to the employed, the educated to the ignorant, the fortunate to the unfortunate. It means that knowledge, power, wealth must be administered by their possessors in the interest and service of mankind; otherwise their possession leads inevitably to strife and dispossession.

4. World-wide unrest among all on the one hand, who in the past have been in servitude to the knowledge, power or wealth of others, and on the other hand all who have administered these powers.

Both classes realize a readjustment in their inter-relations is about to occur. Shall it be gradual, orderly and based on a sincere effort of both classes to pool their interests; or shall it be sudden, anarchical and based on unreasoning selfish force?

A CHANGED WORLD

To recognize clearly these radical changes in world material and spiritual forces, and wisely to lead in the reconstruction of our social and economic relations, is the duty and opportunity of advertisers.



Marine Engineering

LEADS

IN THE FIELDS OF

**SHIPBUILDING and
OPERATION**

It will pay YOU to investigate

MARINE ENGINEERING

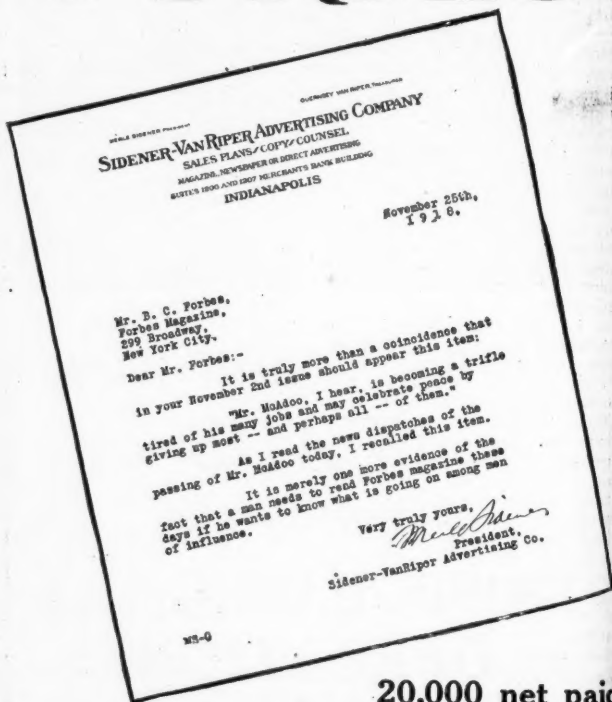
6 East 39th Street

New York City

Member 448 A. B. C.

Why forward-looking
business executives read

FORBES



**20,000 net paid
circulation for January, 1919,
issues and growing at the rate of 2,000
additional subscribers a month.**

(ISSUED EVERY OTHER WEEK)

Western Representative:
W. R. EMERY
Peoples Gas Building
Chicago

Write today for
rate card and de-
tailed information
about **FORBES**

Advertising Director
WALTER DREY, Vice-Pres.
299 Broadway
New York

Constructive propaganda is necessary and we are the expert constructive propagandists of the day. The editorial and news columns of the press mirror the passing events.

The advertising columns made events through scientific constructive propaganda. Advertising must carry the message of confidence in the future of America and the world; it must lead the adjustment of all peoples to the new conditions; it must cause the distribution of material needs and comforts that are such potent aids in ensuring sanity of thought and action; it must breathe the new world-wide spirit of service and mutuality of interest; it must speak with the voice of knowledge, of power, and of wealth and tell all the world that the possessors of that knowledge, power and wealth subscribe to and are actuated by the principle for which millions have fought, bled and died.

If we advertisers accept these conclusions as true, how shall we apply the principles?

How can we best serve the world and thus serve ourselves?

First, let us advertise what service we have to offer. If we have none to offer, then we should neither advertise nor remain in business. Let us now decide that the old idea that the sole function of advertising was to make sales, has been proved false and is therefore obsolete.

Let us plan our business to render the maximum of service; advertise that service, and then—most important of all—deliver it. Doubtless many advertisers will feel there is nothing new in this proposition, that they have for years proceeded on this plan. I believe many have done so in principle, but few wholly in practice.

Some advertisers believe that service consists in delivering to the customer all they promised to deliver. Yet they have many dissatisfied customers. Why? Because these customers did not receive all they expected, yet have no recourse because the adver-

tiser truly delivered all that was promised.

Is it not obvious that the only kind of service a concern can afford to deliver is satisfactory service—customer-holding service?

Therefore, an offer of service that leaves the prospective customer free to expect more than is actually promised is not based on that mutuality of interest which alone holds and builds trade.

TRUTH ESSENTIAL NOW

Following this thought to its logical conclusion, we must realize that truth in advertising must be the whole truth and nothing else nor less than that.

If telling the whole truth involves disclosing weakness or undesirable features of the commodity or service, it may decrease the number of sales, but will increase the number of satisfied customers, unless the weakness or undesirable feature makes the rendering of satisfactory service impossible.

If this be true, the demands of mutuality in business relations bars the sale of the article or service, because its sale would cause the loss of customers. If your article or service has a weak point, the buyer is bound to discover it, in which case he will not remain a customer. If you tell the prospective buyer all about this weak point, he will either not buy at all because the service offered would not meet his requirements, or he will buy with exact knowledge of what kind and degree of service he is buying, hence is bound to be satisfied with the integrity of your offer and of your concern.

This logic, if accepted as true, leads to improvement of the article or service as the only constructive means of widening its market.

Next, let us advertise as liberally as possible during the year 1919, in order to stimulate business and inspire confidence. The basis of prosperity is satisfactory employment—giving everybody the opportunity to serve.

He who is serving in a line that interests him, and whose material reward keeps him well fed, well housed and otherwise in comfortable circumstances, never mistakes license for liberty, nor anarchy for democracy.

To provide employment for all released war workers at wages consistent with living conditions, we must buy all we can use, and stimulate buying to our utmost ability.

What better use can be made of war profits than to keep all plants filled with well paid workers? Of what use is unused money, or unused facilities, or unused labor? All are worse than useless, because lack of use spells diminution, decay and degeneracy, and all unused wealth or energy is carried at the expense of all that is used.

This proposed advertising should invite the public to participate in the worthy cause of maintaining prosperity. It should make clear that the advertiser is doing his utmost to create profitable employment for all. It should point out the wonderful future just ahead for America, and the importance of using all our energy, facilities and capital to maintain the productivity of American manufacture, on which the reconstruction and salvation of devastated Europe depends.

We have had splendid Liberty Loan, War Savings and War Fund organizations. Why should we not unite all America into one great World Reconstruction Society?

Let the idea of constructive service dominate all your advertising and our business relations. Let us advertisers realize, as never before, the opportunity and responsibility that is ours to lead in the educational campaign to spread the doctrine of progress through mutual service.

Every intelligent, experienced business man knows that the policy of service is the only profitable policy for nations, concerns or individuals.

Let's work together and sell the big idea to the whole world.

Predicts Bright Colors for Men's Clothing

"Americans must be prepared for the gayest fashions in men's toggery now that the war is ended," says a London correspondent of the *Chicago Post*, "if Yanks are like the English in their peace tastes, and brown or anything slightly resembling khaki in color will be taboo for years to come."

"This information comes from famous London tailoring establishments. They say that discharged officers and men are going in for gayest colorings in attire, as a reaction from their years of monotonous khaki."

"The shops are showing shirts of ladylike texture and prettiness for men. Socks come in gentle hues. A window displaying suspenders is one of the most brilliant sights on Piccadilly, and garters are shown with the dearest little ribbon rosettes and everything all over them."

"As for the pajamas and underwear, they make the women's displays look dull and drab, and the grimy heroes from the trenches of Flanders study the gay silk array and go in and buy their heads off."

"We are in for a clothing carouse," said a Bond street tailor. "Those millions of men who have had to wear nothing but standard one-color apparel for more than four years are going to the other extreme when they get the chance and dress themselves like rainbows with the yellow left out."

Constant Reminder Against Buying German Goods

The firm of Frank D. Chase, Inc., industrial engineer, Chicago, is displaying in its offices a sign which reads:

NO GERMAN PRODUCTS
WILL BE BOUGHT, USED OR
SPECIFIED BY US.

According to the *Iron Age*, the sign, which has a red, white and blue border, is placed in the offices for the benefit of the company's customers and its own personnel, as a means of combating what is described as a "continuous and insidious propaganda issuing from Germany, having for its purpose escape from the retribution which is due her."

Churches Aid Reconstruction in Chicago

Twenty reconstruction meetings have been held in as many Chicago churches each Sunday for three weeks. The Inter-Church War Work Committee, with W. Frank McClure as chairman, is co-operating in the matter with the Chicago Sunday Evening Club and the State Council of Defense. The speakers for the series are prominent clergymen, business and professional men, government and state officials. The object is to awaken in the individual citizen something of a realization of the problems that America must encounter and solve now that the war is over.



Advertising
a
Writer

Taking seriously E. W. Howe's opinion that writers should advertise, I venture on a campaign in Printers' Ink. The hand that paints many a successful picture develops a slight tremor when it attempts a self-portrait. Romney never finished the "portrait of himself."

So from the words of others, these advertisements will be built. Mr. E. E. Edwards, General Manager of the Sealy Mattress Company, recently wrote: "As repeatedly stated, we feel that you have furnished us with the best copy that has ever been used in Sealy advertising. It is forceful, striking and dignified with the maximum selling effect."

There are in my cabinets a few broadsides of the Sealy advertisements which will be sent to interested executives.

JAMES WALLEN • *Advertising*

186 West Chippewa Street

BUFFALO, N. Y.

Expert Counsel On Your Circulation Problems

For the salary of one clerk for a year, you can obtain the benefit of my fifteen years' successful experience as Director of Circulation and as Manager of Agents for several leading magazines. Highest business references—and a record as good as my credentials.

Seeking a broader field of service, I am resigning as Circulation Manager of a prominent publication, with more than a million subscribers. During the five and one-half years in my present connection, *I have always delivered more than the paid circulation guaranteed to advertisers*—never less, not even for a single month. And the net circulation revenue has been good—in fact, considerably above the average net of competitors. That record would have saved a certain publisher I know, \$90,000.00 recently.

I shall accept a limited number of publisher clients on a yearly basis—one thousand dollars per year as a minimum. For this fee I agree to act in an advisory capacity only. First I shall make a systematic survey of your circulation methods, problems, aims, and possibilities. No snap judgments given. You will be free to call upon me for advice at all times. If you so desire, I shall, in addition, undertake to handle your entire agents' department, or organize a cooperative fund-raising plan to secure subscriptions, or conduct your circularizing campaigns, on a commission arrangement. I am not a wizard and I do not promise miracles. *Sometimes knowing what not to do is the important thing.* For example, another publisher could have saved \$43,000.00 last year by taking my advice on one circulation move.

For confidential interview please address:
"A," Box 240, Printers' Ink, New York City, N. Y.

Building Up Foreign Trade by Mail

(Continued from page 6)

the troubles would be manifold. The way to get around this is to specialize on those items where there would be no difficulty in obtaining quantity. For instance, Wards manufacture their own paint. They could expand this factory so as to fill the requirements of merchants as well as consumers. The same thing could be worked out in other lines.

THINGS NEEDED TO MAKE BUSINESS ABROAD SUBSTANTIAL

Mr. Howell is enthusiastic over what can be done in the near future by the mail-order houses, by manufacturers and by everybody else who has goods to sell abroad. As he sees it, however, there are certain fundamental things that have to be done by the people who have things to sell and by the Government. Just because the world—particularly the Latin American portion—may be holding out its arms for our goods, it does not necessarily follow that all we have to do is simply sell the goods and take the money.

Mr. Howell very properly points out that it costs more to sell goods abroad and therefore the goods must be priced accordingly. The popular impression seems to be that American merchandise is sold for less money in foreign countries than at home. Whenever such is the case it is pretty safe to say that the selling is done not wholly on a profit basis.

One big jobber attempts to make up for the additional foreign selling cost by billing all goods to his foreign customers at net prices, whereas his domestic customers get a worth while discount for cash. It is to be doubted if this will be sufficient. Montgomery Ward takes the more courageous and safer course of charging as much more for its foreign goods sold as the additional selling cost makes neces-

sary. The firm can do this easily enough as long as it sells to consumers. It may be found necessary to place its pricing on a different basis as the foreign wholesale trade grows. But in any event goods sold abroad must bring more money than goods sold at home.

In the matter of selling, one obstacle Wards have had to contend with has been the necessity of demanding payment in advance. For perfectly obvious reasons it would be impossible to carry on a credit retail mail-order business with consumers in other countries. Even if all other things were equal the cost of maintaining the necessary credit and collecting machinery would be prohibitive.

Wards are getting around this by making certain concessions in nearby countries. A recent offer to their customers in Cuba was that they need send only 25 per cent of the cost of the merchandise on mail shipments over \$25 or on freight shipments of \$50 or more. Then the company draws for the balance through its bankers in Cuba. If the customer will send with the order a letter from his bank arranging to meet the draft, the house will ship the goods without a deposit and draw at sight through the local bank. Or the customer's personal check on any reliable Cuban bank will be accepted at par. Customers in Peru are given the same privilege and also are permitted to deposit the amount of their order with the Banco del Peru y Londres and send on the receipts given them by the bank, which will be considered as cash.

MUST ADVERTISE FIRM'S RESPONSIBILITY

The mail-order catalogue may impress foreign customers almost to the buying point and there then remains the question as to the mail-order concern's reliability and commercial standing. With all of Wards foreign selling literature there goes a long list of foreign bankers to which that firm refers by permission. The cus-

tomer is invited to write to any of the banks and ask questions. In South and Central America there are nineteen of these banks, in Mexico four, in Cuba, Porto Rico and West Indies three. Other banks on the list are in London, Paris, Amsterdam, Africa, Asia, East Indies, Australia, New Zealand and the Fiji Islands. At the beginning it was quite a task to bring this about. Foreign banks had not done that sort of thing. But now banks all over the world ask to be included in this list of references. If Wards consider a bank of sufficient standing and reliability they list it as a reference.

It is generally conceded to be pretty good business for a house selling by mail either at retail or wholesale to be quite free and open with the display of its financial references. This is essential in the foreign field. It is desirable in the domestic field. Some concerns regard it as a lowering of their dignity and as "small-town stuff" to offer bank references unsolicited. Some of the very biggest, on the other hand, publish broadcast their "inrightness" with their bankers. It is a great thing to be able to drag your banker's name into all your business transactions. This adds vastly to the strength of your advertising appeal.

Then there is the matter of guarantee. This cannot be quite so broad and far reaching in foreign as in domestic business. Wards' guarantee to their domestic trade is wide open. If for any reason the customer is dissatisfied with the merchandise all he has to do is send it back and he gets his money plus transportation charges both ways, without the least question. In the foreign catalogue, on the other hand, the guarantee has to be qualified. The foreign catalogue says the merchandise offered therein is the same that is sold to customers in the States under an unqualified guarantee. With foreign shipments, this only applies if for any reason the merchandise is not according to the catalogue description, in which case, of course, the

house stands back of it without question.

All foreign shipments either by freight or parcel post are properly packed. Then they are insured, the cost of the insurance being added to the price of the merchandise. This gives the house ample protection and enables it to guarantee its goods safely.

This guarantee business is where American exporters in general will have to brush up if they are going to rise to their after-the-war opportunities.

An interesting example of this is afforded in a \$3,000 order for plate glass which Wards received the other day from Amsterdam. The glass was to be sent to Java. The buyers previously had bought their glass in Belgium and had it shipped under a guarantee against breakage. The same guarantee was wanted in this case. Wards' export department took the order to the big plate glass company which takes care of such matters for the mail-order firm, and was informed that under no circumstances would it guarantee the safe arrival of plate glass sent such a long distance overseas. The glass company said it would regard itself as lacking sadly in judgment should it do such a perfectly impossible thing.

Mr. Howell insisted.

"We must look at things from the customer's standpoint," he told the glass manufacturer. "The Belgians had less than 5 per cent breakage in glass they shipped simply because they knew how to pack and took the time to do it correctly. I will send over a couple of packers who will show you how to pack this glass so we can guarantee it against breakage."

The order was accepted on this basis and was packed and shipped.

FIRST AND LAST, PACKING IS ALL-IMPORTANT

Thus there was begun a foreign business in plate glass that may grow to huge proportions. The start would not have been made and a potentially profitable market would have been lost if the glass company had not been fur-

ESTABLISHED 1873

Horatio Camps Advertising Agency**62 CORTLANDT STREET
NEW YORK**

For **forty-five years** have been placing advertisements
exclusively in the leading newspapers and magazines of

**CUBA, PORTO RICO, MEXICO
CENTRAL and SOUTH AMERICA
WEST INDIES and SPAIN**

Some of the largest and best known American adver-
tisers are numbered among our clients.

CAN WE SERVE YOU?

**H
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T****Offset Papers**
That Work

We were the pioneers in pro-
ducing papers for color printing
on the offset press

These papers were perfected
with the co-operation of lithog-
raphers as the offset process
was developed, and they be-
came and remain the standard
papers for offset color printing.

CLARKE & COMPANY
225 FIFTH AVENUE
NEW YORK

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Odd, isn't it, that the most influential newspaper in Republican Philadelphia should be classed in the directories as "Ind. Dem." Here's the reason,

THE PHILADELPHIA RECORD

Is
"Always Reliable"

TICONDEROGA PULP & PAPER CO.

Quality

Colonial Offset

Special Magazine

Antique Laid

Music

Machine Finish

Eggshell

School Text

Uniformity

SALES OFFICE: 200 FIFTH AVENUE
NEW YORK CITY, N. Y.

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nished the help to pack the product properly.

The average American exporter is so busy considering the more showy aspects of foreign trade that he sometimes overlooks the lowly but essential process of packing. He has got to pack his goods correctly if he is going to be able to stand behind them with a guarantee. If he does not guarantee them he cannot sell them in competition with others. Did you ever unpack a shipment of Japanese china? Not much breakage, was there? The Japs not only know how to pack but they take the necessary time.

"If we can keep right in these essentials," said Mr. Howell, "we are going a long way toward the ultimate goal we have set. And what applies to our particular problem in these instances will apply to others. But neither Montgomery Ward & Company nor any other house selling abroad can rise to the tremendous opportunity afforded by after-the-war conditions if they must depend altogether on their own efforts.

"There is absolutely no limit to what we can do in a foreign way if the Government will co-operate in such matters as simplification of our customs requirements, broadening the scope of parcel post and supplying the ships. The extent of our foreign trade—and when I say 'our' I mean everybody in America sending goods abroad—will depend on where our steamers run. Mr. Hurley says the new American merchant marine will make possible direct American steamers to ports heretofore reached only by transshipment. If it comes out this way we can get into new markets and can get more favorable freight rates.

"Direct steamers will enable us to invade commercially the west coast of Africa which is now literally crying out for American goods. The English, with Germany at least temporarily out of it, have the lead in this rich market. But England will cordially welcome decent competition in West Africa, so as to give the na-

tives there a square deal in the matter of goods and prices. There is a tremendous demand for our goods in the Belgian Congo. Direct routes and parcel post for rush and trial orders, repair parts, and the like will enable us to go to this market. Even if there is only an occasional American steamer to West Africa, the British ships then will meet the lower rates, and shipping conditions will take on a great turn for the better.

"The export trade of America is going to follow the freight rate. You hear a lot of talk about our business going to follow the flag into all the seven seas. It will follow the flag all right but the freight rate has to come first.

LACK OF PARCEL-POST FACILITIES A BIG HANDICAP

"Another thing we and other American exporters need is a foreign parcel post arrangement like the British system that will enable us to reach all countries. We can now reach less than half the countries England can reach. England can ship by parcel post to all our colonies. We can ship to only a part of hers."

The point here brought out by Mr. Howell has proved to be quite a stumbling block in the foreign development of the mail-order houses. It adds to delays in shipment and increases the cost of transit. If an American shipper has, for example, a large number of parcel-post packages for the Far East a favorite method of handling them now is to send them by freight or post to some agent in Hongkong and have him put them in the British mails. If there are a quantity of parcels to be sent anywhere in Africa, the best method under present conditions is to freight them to Liverpool and have them placed in the British parcel post. This involves an extra cost of 25 cents a package, plus the British postage, which must be paid by the buyer. Similar methods must be followed in reaching India, the Straits Settlements, Spain, Russia, Persia, Siam, and many other potential markets for American wares.

It is time for America to take a broader view of parcel post. When it was first projected in this country there at once rose a dismal chorus of protest to the effect that parcel post meant the death of the small-town retail stores. Retailers declared that the Government was delivering over their trade to the mail-order houses. Every advance that parcel post has made since then has been accomplished over the protests and bitter opposition of manufacturing and jobbing interests who fancied they were doing the retailers a service. There is much to be said for and against the unlimited extension of parcel post in the United States. But it cannot be denied that parcel post as applied to America's foreign trade is woefully inadequate.

England, France and Germany absolutely established their foreign commerce—gave it its start—through very liberal interpretation of the parcel-post principle. Germany raised its parcel-post limit to 100 pounds. Perhaps such an extension would not be practicable for the United States. Just the same this gave Germany a distributing system that enabled it to go forward on the map as a world commercial power.

AMERICA IN NEED OF A BROADER POLICY

The extension of foreign parcel post both as to the number of countries reached and the weight of packages, would benefit all shippers, both wholesale and retail. Talk to firms like Ward and you get quick indorsement of the extension principle. They are considering it from their own retail standpoint. It also can mean much to firms selling goods at wholesale. A merchant in Ecuador or Australia may want to try out a certain line of goods sold by an American manufacturer or jobber. He can get quick shipment of a reasonable number of pounds by parcel post, and can find out what the goods are without obligating himself for a large shipment. The same facilities should be provided to all coun-

tries. After all there is nothing so convincing as seeing the actual goods one wants to buy, no matter how effective a catalogue may be. If the goods are as represented, he buys more and in larger quantities. Universal international parcel post would be of unbounded benefit to American shippers because then they could get their advertising and missionary work in foreign countries down to a scientifically correct basis.

The more progressive firms looking ahead to a great extension of foreign trade also are beginning to see right now the wisdom of President Wilson's desire to do away with unnecessary economic barriers. If America will take a broad stand in this, one of the great obstacles toward the development of international trade will be removed.

"Yes, you are absolutely right about that," said Mr. Howell, when this point was mentioned to him. "There are many such barriers based on the old-time principle that it was patriotic and good business to keep other people's products out of this country. Let me give you one little instance:

"For many years the great need for a parcel post between Cuba and the United States has been recognized by the exporters of this country and by the foreign trade agencies of our Government. The formalities of the Cuban customs are especially heavy as regards importations of small shipments by freight or express, while importations from Europe by parcel post are promptly cleared with minimum expense. By reason of the lower duty levied by Cuba on many lines of merchandise from the United States, the greater part of the immense amount of goods brought into Cuba from Europe by parcel post would be purchased here if we also could forward in the same manner. We have the advantage of short distance, lower duty and frequent intercourse between our peoples. Cuba wants our goods, and we want to sell them. The matter has been repeatedly discussed by the two gov-

THE WILL TO SERVE

A plant may have men, equipment and methods, there are many such, but back of these things and co-ordinating their functions, must be the will to serve. A will equipped with the "know why" of theory and the "know how" of experience.

We believe you will find we are so equipped. Get your name on our mailing list. Have you read December Etchings?

H. A. Gatchel, Prest.

C. A. Stinson, V. Prest.

GATCHEL & MANNING

—PHOTO-ENGRAVERS—

Opposite Old Independence Hall,

Sixth and Chestnut Sts.

PHILADELPHIA



**THE GUGLER-
-Lithographic Co.**

Lithographed Cut-outs

Our long and varied experience in originating and producing cut-outs for windows and interior display, and our exceptional equipment for securing the most beautiful effects in lithography, enables us to achieve the highest degree of attractiveness

Advertisers who are seeking originality of ideas, combined with perfect lithography, will be interested in seeing some of our recent cut-outs featuring nationally known products.

THE GUGLER LITHOGRAPHIC CO.

Milwaukee and Chicago

MILWAUKEE AND CHICAGO.

Are You Interested in Books on Reconstruction?

If the answer is, Yes, you will find pleasure, and, we modestly predict, profit as well, in reading what Bruno Lasker has to say in his review, "More English Books on Reconstruction," in our November 30 issue—which, by the way, is our Holiday Book Number.

Other articles of interest in this issue:

The England They've Been Fighting For; The New League of Free Nations Association; A House on the Rue St. Antoine; Selective Service Aid for Reconstruction; America Overseas. All by regular Survey writers.

Copies mailed to readers of *Printers' Ink*, free gratis—for nothing, so to speak, as long as they last.

THE SURVEY

*The National Social Service
Weekly*

112 EAST 19TH ST.
NEW YORK CITY

Member Audit Bureau of Circulations.

ernments and there has been practical unanimity as to the beneficial results to both countries that would follow immediately upon the inauguration of such a service as Cuba has with other countries—and as we have with other countries, too. They want it. We want it. Why do we not have it?

"There is just one hitch. The Cubans say, with perfect justice, that since a parcel post would be of tremendous benefit to American manufacturers and exporters of nearly all lines, by giving them a quick, cheap method to reach the Cuban market, it should also give the Cubans an opportunity to market here one of their principal products, cigars. Fair enough, surely. But the proposed and usual weight limit for a single parcel in the international parcel post is eleven pounds, and the United States Treasury Department has an innocent appearing little regulation to the effect that no smaller quantity than 1,000 cigars may be imported into this country and cleared through the customs in one package.

The Cubans very properly point out that this regulation would deprive them of using the parcel post to ship their leading manufactured product to us because 1,000 cigars, packed, weigh over thirty pounds. They, therefore, refuse to sanction the Parcel-Post Convention until the treasury regulation referred to shall be abolished.

"Our Minister to Cuba brought this up during President Taft's administration. Secretary MacVeagh and Postmaster General Hitchcock joined in a recommendation to Congress that the obstructive regulation be repealed in the interest of the nation's export trade. The matter went to the ways and means committee, I believe, where it still rests, although repeated efforts have been made to have it favorably acted upon.

"I have seen and heard many unfavorable comments from Cubans and Americans concerning this action. They cannot see how or why we allow obstructive legislation that was undoubtedly en-

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acted originally to benefit the tobacco interests of this country, to stand in the way of our developing the Cuban market for all our wares. Obviously the thing to do is to abolish this treasury regulation, make the parcel-post limit twenty pounds, the same as with Ecuador, Panama and Mexico. Then the Cubans, being privileged to ship by parcel post any number of cigars, would be more inclined to buy United States products, which we could ship to them quickly and economically.

"This is only one of a number of these barriers that should be removed as quickly as possible.

"The question is, do we or do we not want foreign trade? If we do want it, then we must have more than resources, more than money, more than goods. We must have conditions that will enable us to get these goods to our foreign customers on an absolutely competitive basis, as to cost, convenience and speed."

Seek to Lessen Stringency of P. O. Ruling

A ruling of the Postmaster General, made some time ago, prohibited the description of any article or device in the reading pages of any publication which had been previously described in any other publication. If a second article did appear, it was to be classified as advertising by the department. In the hope that a change might be made in the ruling, a committee consisting of A. C. Pearson, of the *Dry Goods Economist*, New York, and Jesse H. Neal, secretary of the Associated Business Papers, Inc., went to Washington a few days ago and had an interview with Post Office officials. The committee pointed out that the position taken by the department is unjust. The business and professional publications deal exclusively with the special fields for which they are published. The description of a new invention may be of interest to half a dozen different trades or industries. To rule that only one of the papers can present the facts about it, the committee argued, is manifestly absurd.

It was made evident during the interview that the Post Office officials are trying to draw the line between real news matter and free puffs published for the purpose of influencing advertising or to please advertisers. The committee was informed that in cases where the publishers were dissatisfied with the interpretation of postal rules made by local postmasters, they could appeal to the Postmaster General, who would examine into the facts and decide accordingly.



A successful Journal, in the hands of its original publishers, with an honorable and uninterrupted career of nearly Forty-four Years, is a Guarantee to New Advertisers of the fulfillment of its promises.

EL COMERCIO

Policy

is independent—not controlled by any outside influences. Is NON-Political and NON-Religious, confined strictly to Topics of General Commercial Interests, including Mining, Mechanical and Electrical Engineering, Architecture, Agriculture, Science, Arts, etc., embracing Commerce and Industry in all departments.

EL COMERCIO

Circulation

is genuine and certified to by A. B. C. Audit.

EL COMERCIO

goes direct from Bindery to Post Office in individual wrappers to separate addresses, with postage fully prepaid.

Sample copy, advertising rates and booklet, entitled "How the Export Paper Can Aid American Manufacturers," on application.

J. Shepherd Clark Co.

BURNET L. CLARK
President and Manager

114 Liberty Street New York

Shoe Business Permanently Strengthened by War's Restrictions

Manufacturers Likely to Enforce Some of the Government's Trade Reforms, Imposed as a War Measure.

By Leonard Etherington

RESTRICTIONS upon the manufacture of shoes have been removed by the War Industries Board, as already noted in **PRINTERS' INK**. It will be interesting, however, to note how this huge industry is going to shape its programme for the future. Will the restrictions that had been accepted as a necessary war measure be voluntarily enforced by the trade itself? What benefits, if any, are apt to come as a result of the "reforms" wrought upon the industry's peculiar customs? Answers to questions like these may well serve as guides to manufacturers in other lines, who have had restrictions laid upon them—and removed—by the War Industries Board.

In organizing our system of Government control, no thought of how to carry on during the interregnum, such as now exists, and until the resumption of normal trading, seems to have been worked out, except in a few cases, such as the railroads.

These questions are probably worrying men in most fields. They certainly are matters of grave concern in the shoe industry. Shoe manufacturers have adapted their plants and methods of making and selling to accord with the restrictions promulgated by the War Industries Board. There seems to be general agreement that to veer suddenly back to pre-war conditions would create chaotic conditions in the trade.

In order to prevent a period of almost industrial anarchy (as one of the well known shoe-trade papers calls it), manufacturers, tanners, wholesalers and retailers, through their associa-

tions, are getting together to cope with the unprecedented situation.

The consensus of opinion is to continue the present regulations until the end of the current season and to make this action binding upon the combined membership. The fact that, as a result of the war, the different branches of the shoe trade are more completely organized than ever before makes it possible to devise plans to transpose the industry from a war to a peace basis.

BIG SUPPLY OF HEAVY HIDES CONTRACTED FOR

The situation is certainly complicated, and especially so for the tanners. They have been called upon to make leather in advance suitable for cutting into army shoes. They have been compelled to contract ahead for heavy hides, and to some extent neglect their civilian trade in order to make sure Government orders might not be delayed. They have also planned to supply leather for the four grades of shoes allowed by the regulations of the War Industries Board for civilian use.

There will probably be large Government orders for a long time to come. On the other hand, restrictions have been taken off civilian footwear. All in all, it is a good thing the Tanners' Council is so well organized and in a position to handle the matter in a comprehensive manner.

Making plans for a season's shoe selling, where arrangements must be made at least six months ahead, is not a simple matter like raising the ban on lightless nights.

"Right Away, Sir"

"Rapid Service" means all the name implies—Prompt, Efficient handling of your Electrotype orders—whether you are located on the Atlantic seaboard or the Pacific Coast.

We make all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, Electros by the wax or Dr. Albert Lead Mold Process. Sole owners U. S. Letters Patent on Aluminotype.

The Rapid Electrotpe Company

W. H. KAUFMANN, President and General Manager

Largest Makers and Distributors of Advertising Plates in the World

New York

CINCINNATI

Chicago

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will find that several of them already know what **Rapid's Service** means.

WHICH is YOUR DESK?



Is your desk orderly or in disorder? Can you find papers quickly when you want them?

HORN "Instant" DESK FILES keep the papers on all pending matters in compact convenient form—easily accessible, yet out of your way.



HORN "Instant" **DESK FILE**

FREE TRIAL—NO RISK

Book-form files with pocket pages. Each pocket is a container for correspondence, documents, booklets, etc.—holds them securely but releases them instantly. Sturdily put together. Indexed A to Z, 1 to 31, or with changeable index. You can't afford to be without them.

No.	Pages	Size	Index	Price
16	16	Letter	Changeable	\$2.50
14	28	Letter	A-Z	2.75
15	32	Letter	1-31	3.00
26	16	Legal	Changeable	3.50
24	28	Legal	A-Z	3.75
25	32	Legal	1-31	3.50

W. C. Horn Bro & Co. (Est. 1846) 541-547 Pearl St., N. Y. City
Please send me Desk File, No. 16, 14, 15, 26, 24, 25 (cross out any not wanted), with the understanding that same may be returned and my money refunded within 10 days if not satisfactory. I enclose \$
Name _____ P. 1 12A
Address _____

To a Frenchman

Who has lived long enough in the United States to learn to understand American methods of doing business, who has learned American selling ideas, we offer an excellent opportunity to return to France as permanent representative of an American manufacturer.

To fill this position the applicant must have mature, sound judgment, and ability to organize, instruct and build up a comprehensive selling organization.

In answering this advertisement, give your past business experience in full, with complete references as to ability and integrity, and send a photograph, full length preferably.

**"A. B.," Box 239
Printers' Ink**

When the War Industries Board ordered the shoe industry to regulate manufacture and get on a war basis, it was found impossible to put the new regulations into effect immediately. In fact, shoes made according to the Government regulations, which went into effect in October, will not be on sale in retail stores until next spring. To-day hide men, tanners, manufacturers and wholesalers have their plans all made for shoes to be made and sold in the four grades and prices ordered by the War Industries Board.

Tanners have been making up stocks to conform to these regulations, salesmen have taken orders from retailers on this basis and manufacturers have their lasts and patterns all in accordance with the Government plan. To change them over night would be impossible and would result in chaos. To allow manufacturers to make any kind of shoes now would work hardship on a great many. Some few manufacturers might be able to get out a few novelties and offer them to retailers, while others could not change their plans quickly and would be handicapped. Those who have adopted the Government rulings most heartily and therefore been most patriotic, would be the ones to suffer.

STRONG TRADE ORGANIZATIONS

There has been no industry that has fitted itself in with war-time requirements more than the shoe trade. Every branch of the industry was well represented by strong trade organizations. As soon as the Government expressed a wish that shoes should be regulated, the various organizations got together and made suggestions for regulating themselves according to war needs. Practically every regulation adopted has been made at the suggestion of the trade itself. In some instances the trade has gone even further than the War Industries Board thought necessary or desirable. These changes took time to go into effect and it will require

just as long to get back to normal conditions.

Some retailers who have already given their orders to manufacturers, may think they can cancel them, as in past years, and buy later either cheaper or new styles gotten up in a hurry by a few manufacturers. It might be well for any retailer who has such ideas in his mind to think twice before so doing. Just because the war is over the leather shortage is not relieved. In fact, the demands of Europe may make it worse. Many manufacturers will still be kept busy for months on Government orders, and so will be able to take care of civilian trade only as a secondary consideration. It will still continue to be a seller's market. For if any manufacturer has his orders cancelled, he won't do one bit of worrying. Europe is shoeless and clamoring for footwear of any kind at any price. He can get just as good prices, or maybe better, by selling them to exporters for transmission abroad.

Now, what are the good things, if any, that have come out of the war emergency regulations, which the trade in general may elect to retain? If you ask the average man in the shoe industry that question he'll laugh at you. It resembles a man who has been told to commit suicide by the powers that be, and is given his choice of hanging, electrocution, shooting or hari-kari. Added to that, he is told to dig his own grave, prepare his own obsequies and arrange the rites. Then, when he has faithfully carried out orders, a reprieve suddenly appears, he can't be expected to see much good in the situation as far as he is concerned. That's how the shoe trade in general looks on the war regulations.

But has any good come of it? I put that question to many, including A. H. Lockwood, editor of *The Shoe and Leather Reporter*. His reply was somewhat as just described above. Then he paused and thought.

"Yes," he said at length, "good

The Atlanta Journal Atlanta, Ga.

The Winter session of The Journal's Co-operative Kitchen opened November 26th.

Addresses were made by Miss Arnold, Dean of Simmons College, Boston; Mrs. Wilson, President City Federation of Woman's Clubs; Miss Bozeman of The Georgia State College of Agriculture; Mrs. Inman, Chairman Georgia Council of Defense; Mrs. Elsas, Chairman National League for Women's Service and Mrs. Black, director of the school garden army for Georgia.

A full account of the opening will be sent on request.

THE
Underwear & Hosiery
Review

Vol. 1, No. 1

The Journal of the Underwear and Hosiery Industries

December, 1918

LE FALCO

Knit Underwear for Women.

The Journal
of the
Underwear and Hosiery Trade
Published monthly by
The Knit Goods Publishing Corp'n
320 Broadway, New York

ALBERT R BOURGES

CONSULTING PHOTO ENGRAVER

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*A Personal and Emergency Service
of special value to out-of-town users
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The one journal which covers the field of office equipment. Two hundred twenty-five manufacturers making use of every issue. Send ten cents for sample copy. The government does not permit us to send it free.

THE OFFICE APPLIANCE COMPANY

417 So. Dearborn St., Chicago



"CLIMAX"

SQUARE-TOP PAPER CLIPS

Best and most economical
Paper Clip on the market

Pat. Dec. 12, 1916

Recommended by efficiency experts.

Prices F. O. B. Buffalo.
Packed 10,000 to the Box.

10,000.....	15c per	1,000
50,000.....	18c per	1,000
100,000.....	8c per	1,000
500,000.....	7c per	1,000
1,000,000.....	6½c per	1,000

Order Direct from

Buffalo Automatic Mfg. Co.
457 Washington Street, BUFFALO, N. Y.

has come out of it. Not good because of the restrictions *per se*, but incidentally. As a result of the orders of the War Industries Board the various branches of the trade had to get together through their national organizations for their mutual protection and to formulate plans to regulate the industry for their own safety and in accord with the orders of the Board and necessities of the situation. Then came price fixing and other matters for consideration.

"All these things brought the hide men, tanners, manufacturers, wholesalers and retailers into closer relationship than they had ever enjoyed before. Also many concerns and individuals who would never join or subscribe to their trade organizations, found out how necessary and useful they were.

"In pre-war times manufacturers had always thought the tanners were trying to get the best of them. Retailers had looked on manufacturers as their natural enemies, and vice versa. This getting together for mutual safety proved to each that the others hadn't horns and tails, and were pretty decent citizens after all.

MANUFACTURERS' COST ACCOUNTING STANDARDIZED

"Then, when prices were considered, the manufacturers had to open their books and explain their accounting and cost systems. Many a manufacturer has revised his cost accounting system as a result of those conferences with his competitors in the past two years. Many others have found that whereas they were doing certain operations well, in other methods of manufacture they were hopelessly behind their competitors. As a result the whole industry has been benefited. Cost

PRINTERS that are RELIABLE

**Foreign Language
Work Our Specialty**

True and Accurate Translations

National Printing & Publishing Co.
2100 Blue Island Avenue, Chicago, Ill.

"GIBBONS Knows CANADA"

No Better Motor Truck Market

can be found than that offered by BUILDING SUPPLY DEALERS, who sell to contractors and builders every kind of material used in the construction of all types of buildings.

We have some data gathered from our readers taken at random, showing that ninety-six per cent use motor trucks. Also—it is very common for individual dealers to use anywhere from six to fifty trucks.

We have a brief which we will gladly send to any manufacturer of trucks or truck tires—or to advertising agencies.

Will you send for this?

BUILDING SUPPLY NEWS
612 Federal Street - - CHICAGO

The Only Exclusive Building Material Dealer
Publication in America—Officially Endorsed
by the National and State Associations

A Real Business Man Seeks New Connection

Can you use a man with an unusual record as result-getter for some of the leading firms in America? Thoroughly experienced in all forms of advertising and selling, handling publicity work and correspondence; also as manager of sales and salesmen, credits, collections, or any executive position. Available immediately. Top-notch references. Address "R. B. S.," 2461 Pierson Ave., Indianapolis, Ind.

GEORGE FRANK LORD, Director of Advertising, Du Pont American Industries, said in his speech to The Pilgrim Publicity Association of

NEW ENGLAND

a good place to demonstrate!

"We are at the beginning of a greater advertising epoch which will be notable in an increase in the number and kind of advertisers.

"First are the many concerns whose capital, facilities and organizations have been largely increased by the war, and who will now enter new lines of manufacture to employ the capital, facilities and organization that remains in excess of pre-war requirements.

"Let us advertise as liberally as possible during the year 1919 in order to stimulate business and inspire confidence. The basis of prosperity is satisfactory employment—giving everybody the opportunity to serve.

"He who is serving in a line whose material reward keeps him well-fed, well-housed and otherwise in comfortable circumstances, never mistakes license for liberty nor anarchy for democracy.

"To provide employment for all the released war-workers at wages consist-

ent with living conditions, we must buy all we can use, and stimulate buying to our utmost ability.

"What better use can be made of war-profits than to keep all plants filled with well-paid workers? Of what use is unused money, or unused facilities, or unused labor? All are worse than useless, because lack of use spells diminution, decay and degeneracy, and all unused wealth or energy is carried at the expense of all that is used.

"This proposed advertising should invite the public to participate in the worthy cause of maintaining prosperity. It should make clear that the advertiser is doing his utmost to create profitable employment for all. It should point out the wonderful future just ahead for America, and the importance of using all our energy, facilities and capital to maintain the productivity of American manufacture, on which the reconstruction and salvation of devastated Europe depends."

FIFTEEN LEADERS

in 15 of the best cities

MERIDEN, CT., JOURNAL

Daily Circulation 5,120
Population 37,265, with suburbs 50,000

WATERBURY, CT., REPUBLICAN

Daily Circulation 11,083 net paid
Population 73,144, with suburbs 100,000

PORTLAND, ME., EXPRESS

Daily Circulation 23,971
Population 58,571, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

A. B. C. Daily Circulation 10,268 net
Population 22,000, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 25,000
Population 75,063, with suburbs 150,000

FITCHBURG, MASS. SENTINEL

Daily Circulation 6,027
Population 39,656, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 13,227
Population 89,336, with suburbs 100,000

LOWELL, MASS. COURIER-CITIZEN

Daily Circulation 18,145 net
Population 114,366, with suburbs 150,000

SALEM, MASS., NEWS

Daily Circulation 18,949 net paid
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 36,623
Population 100,000, with suburbs 250,000

TAUNTON, MASS.

DAILY GAZETTE
Daily Circulation 5,721 net paid A.B.C.
Population 38,000, with suburbs 53,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,116 A. B. C.
Serves territory of 130,000.

BRIDGEPORT, CT.

POST and TELEGRAM
Daily Circulation 43,434 net A. B. C.
Population 150,000, with suburbs 220,000

NEW HAVEN, CT., REGISTER

Daily Circulation 26,389
Population 150,000, with suburbs 175,000

NEW LONDON, Ct., DAY (Evening)

Daily Circulation over 11,000—2c copy
Population 30,000, with suburbs 60,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

accounting is a real science, instead of make-believe in many a shoe factory as an incidental result of the war. Shoe manufacturing is on a better basis. Manufacturers are better acquainted with each other.

"War conditions have made manufacturers realize that tanners must have time to prepare leather for their use, and that they cannot postpone ordering until a few days before they need the stock. Retailers have also come to a better understanding of the troubles of manufacturers and wholesalers. The air has been cleared.

TANNERS' COUNCIL IS STRONG

"One great benefit accruing from the war is the Tanners' Council. This great organization, which has done such magnificent work, has been the direct outgrowth of war conditions, and because of its usefulness will continue permanently. Owing to war needs its roster includes practically 100 per cent of the tanners. Many similar organizations in other lines of business have been patterned on it. It has been a great stabilizing factor for the trade, and has been invaluable to the War Industries Board itself. Statistics that have never before been available are now to be had by any member of the Council. The numerous branch offices are performing daily valuable aid in all kinds of lines for the trade.

"I could go on telling you other things," continued Mr. Lockwood, "that have been for the good of the trade as a result of the war. Many trade customs that have been regarded as inevitable because of hoary age, but which are really abuses, have disappeared, and we hope will never be revived. The practice of returning merchandise and of cancelling orders on the slightest pretext or on no pretext at all, has been to a large extent eliminated. No, indeed, when one comes to think things over, the war has not been an unmixed evil."

THE NEW ADVERTISER
will discuss what the old
advertiser knows; that

PORTLAND MAINE

is one of the best cities in the country for foreign advertising, as the results are unusually good and that the

EVENING EXPRESS

is the one great dominating medium of Portland and its suburbs. It is a high-class evening newspaper. The only afternoon daily in the field and it goes into most every house—that is, about nine out of every ten.

The Julius Mathews Special Agency
Boston—New York—Chicago

BRIDGEPORT CONNECTICUT

This field, one of the big merchandise outlets of America, is covered "Like a Blanket" by the

Post and Telegram

Connecticut's Largest Circulation!

Fully ninety per cent of ALL of Bridgeport's newspaper-reading families are our constituency—and of the "worth-while" families pretty close to ONE HUNDRED PER CENT!

The POST and TELEGRAM
Post Publishing Co., Publishers
THE JULIUS MATHEWS SPECIAL
AGENCY

Sole Foreign Representatives
BOSTON—NEW YORK—CHICAGO

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 833 Peoples Gas Building, 122 South Michigan Boulevard, KIRK TAYLOR, Manager. Telephone, Harrison 1706-1707.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued every Thursday. Subscription price, three dollars a year, \$1.50 for six months. Ten cents a copy.

Foreign Postage, two dollars per year extra. Canadian Postage, one dollar.

Advertising rates: Page, \$80; half page, \$40; quarter page, \$20; one inch, minimum \$6.30. Classified 45 cents a line—net. Minimum order \$2.25. After January 1, 1919: Page, \$90; line rate, 50 cents.

JOHN IRVING ROMER, Editor
LYNN G. WRIGHT, Managing Editor
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NEW YORK, DECEMBER 5, 1918

Why Not Location Bureaus?

Of the thousands of men who go into business every year, many of them have but a very slight chance of succeeding. This is especially true of those who engage in retailing. A good percentage of them are fore-ordained to failure.

There are, of course, a hundred and one reasons why men fail in business, and probably in the majority of cases there is little that can be done to prevent it. In many instances, though, some guidance and advice at the outset of their careers would have steered them past the treacherous rocks that wreck so many.

Now that every one is planning

to do business according to the great cosmic plan that the war has revealed, isn't there something that can be done to give this needed counsel to men when they are embarking in their own business? It has often been proposed that retailers be licensed. Unless they showed themselves qualified to manage the business that they intended to engage in, of course the license could not be granted. It has also been suggested that if there was already a sufficient number of stores of that kind in the locality, the license would be refused.

The license system, however, is too un-American to be seriously considered. The worst objection to it is that no one is capable of telling whether or not a man has the stuff in him to succeed. Many persons have started in business without any apparent qualifications and literally on a shoestring and have succeeded in a big way. If a licensing system were in vogue at the time, it is very likely that one would have been refused to F. W. Woolworth when he proposed his first five-cent store. Many other of our great merchant princes would have been similarly barred.

But isn't there some other plan that would serve the purpose of a license and be more practical? The location bureau is the probable answer. If manufacturers or associations of manufacturers or of credit men would organize efficient location bureaus, they could render inestimable service to the man who wants to go in business. Several concerns do aim to give such service, but except in three or four instances it has not been broadly organized. Butler Brothers have done notable work along this line.

Getting into a hopeless location is one thing that dooms many a retailer to failure. Selecting locations is almost an exact science, but the average man knows so little of it that his selection of a place to do business is likely to be a very haphazard matter. He thinks that because Grocer Brown has built up a prosperous business

in that neighborhood, he can do the same. As a matter of fact there may not be room for another grocery in that locality. At the same time some other neighborhood may have so many dead grocers in it that it presents a finest sort of opportunity for a live wire. This information should be "cleared" and given to the man who would like to go into that business. Too often locations are "sold" by real estate men who have no other interest in the matter than to rent an empty building. Many a man is struggling along trying to make a "go" of his business, where his task would be much easier if he were only located more favorably. Any number of choice locations for various lines of business have gone unrecognized for years. On the other hand there are certain Jonah locations in this country where one man after another has met his Waterloo.

A location bureau with all this information on file would save many a man from failure. After the data were given to the man looking for a location, it would be his own affair whether or not he took the advice.

The person applying to the bureau for a location could be given much other supplementary information that would help him in his new business. It may be found, for instance, that he holds a lot of theories that he intends to use in managing his store. These notions, which he may have thought original with him, may have been tried out a thousand times and always found to be impracticable. Getting these unsound ideas out of his head may save him his capital.

The location bureau has promising possibilities. It is one of the many ideas that should be tried out during the reconstruction period.

Put Those Ideas To Work

If you get talking intimately to almost any big man of affairs, and he happens to be in a confidential mood, he will

unfold to you some pet plan that he has long cherished, but which for various reasons he has never tried to do anything with. In conclusion he will usually say, "Some day when I get time or find the right man to help me put it over, I'm going to make a big thing out of that scheme." Perhaps it is a new product that he has in mind, maybe an idea for an entirely new kind of business, perhaps an untried sales plan. Anyway it is an undeveloped possibility that a practical man regards as promising.

Now is the time for these men to reach down into the secret corner of their desks and pull out those plans. For the next few months, during the first stages of the reconstruction period, things will be in a state of flux. Conditions will be just right for the reception of new ideas, new propositions and new enterprises. The person who is trying to get a hearing for what he has to offer will not encounter the usual static conditions that hold back new things.

England witnessed its great trade and industrial development following the Napoleonic wars. Many of the business methods now so successfully employed in this country came into use shortly after the Civil War. Wars always stimulate inventiveness and encourage resourcefulness. After peace these qualities manifest themselves in commercial pursuits.

So the business man who has been mulling over a cherished plan will find the present a most propitious time to give it a trial. Not only will he be seizing opportunity by the forelock, but what is just as important he will be giving employment to people, and thus helping the country quickly absorb demobilized soldiers and war workers.

It must be remembered that every successful institution in existence was once nothing more than an idea in the brain of some man. Having the courage to put it into action is what won him success. There is no profit in ideas until they are put to work.

A Good Philadelphia Idea

That is a most interesting experiment upon which the city of Philadelphia has been invited to embark; and one which, if it is carried through, may prove one of the most significant advertising developments of recent years. The proposal submitted to the Mayor and City Council by Rowe Stewart, of the *Philadelphia Record*, and for the past two years president of the Poor Richard Club, would mean that the city would set up an advertising department of its own, with an advertising manager and a city appropriation. He would be authorized to use funds in advertising to the citizens facts which they ought to know for their communal welfare, and would promote movements of a civic character which deserve and need public support, but are not readily understood by the people without some little educational work. Concretely, Mr. Stewart believes that the heavy death roll in Philadelphia resulting from the influenza epidemic could have been reduced if prompt and vigorous advertising had been done to warn people how to avoid the disease, and how to care for patients when first stricken. City officials frequently have statements to make, on a variety of subjects, which should be brought to the public notice; and by using display space in which to print these, they can reach the public exactly in the form desired, instead of filtering (as a news story) through a sometimes-intelligent-sometimes-not reporter and a copy-desk man, or perhaps not seeing the light at all.

Mr. Stewart's idea is open to some criticism as to details, naturally. Opponents of the city administration will say that such an advertising fund would be used to bolster up the party in power; that favoritism might be shown in placing the advertising, and anti-administration organs perhaps punished by being left out. These are matters, however, which would not be hard to adjust; pos-

sibly an advisory committee of representative advertising men to co-operate with the city advertising manager would suffice. Taken in the main, **PRINTERS' INK** believes that the plan suggested is interesting, and in a way significant of the whole trend of the times toward closer relations, based on better knowledge, between government and those governed. If the Federal Government has found advertising so vitally useful as it has in the past year and a half, there is no reason to believe that the cities would not find it equally useful if they should make the plunge.

Tea Popularity Increasing

The world demand for tea has increased to a remarkable extent lately and tea growers state that any possible production will fall far short of demand for some years to come. The reduced consumption of alcoholic liquors in the principal countries of the world is given as the chief reason for higher importations. The United States imported 151,000,000 pounds in the fiscal year 1918, according to a compilation of the National City Bank of New York, as compared with 103,000,000 pounds in the twelve months immediately preceding, and 115,000,000 in 1909—the high record year.

It is noteworthy, also, that the people of the United States now look to the Indies for the chief portion of their tea supply, while formerly most of the imports came from China and Japan. The increased importations from British and Dutch East Indies is ascribed in part to the difficulty which these countries have recently found in sending their teas to Europe, and the feasibility of avoiding submarines by sending it across the Pacific to the west coast of the United States, instead of sending it to Great Britain and the Netherlands as formerly. It will be recalled, also, that about all of the brands of advertised teas come from India and Ceylon.

Comic Supplements Go on Their Way Rejoicing

While the restrictions on newspapers will continue in force for some time, there will be no further curtailments ordered, according to Thomas E. Donnelley, Director of the Pulp and Paper Division of the War Industries Board. The Division gave some attention before the signing of the armistice to the comic supplements, with the idea that these might well be dispensed with in the interests of paper economy, if for no other reason. However, this matter has been dropped now, inasmuch as there are to be no additional newsprint regulations.



An International Publishing Alliance

La Nacion, of Buenos Aires, through its Editor, Dr. Jorge A. Mitre, and Messrs. Doubleday, Page & Company, of New York, through their Vice-President, Mr. Herbert S. Houston, announce

La Nacion Edition

—of—

La Revista del Mundo

(Spanish Edition of World's Work)

To be issued as a monthly magazine, instead of a quarterly, as it has been issued for the past four years.

SEND TODAY for full particulars if you are interested in the great field now open for trade in Latin America.

LA NACION
123 San Martin
Buenos Aires

Chicago
James A. Rice
58 E. Washington St.

Boston
C. A. Christensen
Old South Bldg.

DOUBLEDAY, PAGE & CO.
120 West 32nd Street
New York

Los Angeles
E. K. Hoak
Van Nuys Bldg.

The Little Schoolmaster's Classroom

WITH war over, the Schoolmaster is awaiting cheerfully for someone to bob up with renewed suggestion that an advertising building should be erected in New York City, to house the Advertising Club of New York, and with a number of floors devoted to the offices of such advertising interests—agencies, etc.—as cared to gather under one roof. Our readers with long memories may remember that when this idea was agitated in 1914 by Joseph H. Appel, of Wanamaker's, New York, and others, it received considerable support. At a dinner of the Sphinx Club, for instance, it received 133 favorable votes and only four opposed; and many persons pledged their aid in securing lessees for the space in such a building. Certainly an idea which did not frighten Chicago a whit (nor several other cities) should not be beyond New York's attempting.

We hear much, among the followers of the profession-business-science of advertising, about "enhancing the dignity of our calling in the eyes of the general public;" and plans are suggested for doing so ranging from the creation of full-fledged colleges of advertising in our big universities, to an educational advertising campaign with an appropriation of a million or two. Undoubtedly, an imposing edifice in the center of New York, with "Advertising Building" over its front door, would have a certain prestige value among non-advertising business men in general.

* * *

In fact, the prestige value of a building—whether of the semi-social type suggested, or devoted to a single business—has interesting ramifications. Every college president knows that a beautiful campus with an imposing array of beautiful buildings, has a definite relation to the size of the student

body. It would be worth while to know what effect the beautiful Pennsylvania Station in New York has had upon the *morale* of the several hundred thousand employees of that railroad. The D. Gruen Sons Company, watch makers of Cincinnati, have stated in their advertising that the beautiful factory in which their "Verithin" and other watches are made—a factory which is a real architectural triumph—has had a potent effect upon the quality of work done by their highly-skilled workers. To come even nearer home: who can estimate the usefulness as a prestige-builder of the beautiful new home of the Thomas Cusack Company at Broadway and Fifth Avenue, New York?—and especially when we remember the complaints which used to be made by "artistic-minded" people in the provinces, that painted bulletin interests didn't know as much about art as they should! And the Schoolmaster remembers that the Procter & Collier Company has promised that its new building in Cincinnati (not far, by the way, from the Gruen factory just mentioned) shall be as satisfactory to the eye as the most captious art critic could desire.

The marvellously beautiful Greek theatres of the Athenian Republic, twenty-three hundred years ago, inspired the greatest group of dramatists the world has ever seen to write an immortal cycle of plays. With the advertising interests in this country moving into buildings as beautiful, and a lot better steam-heated, than the Athenians ever knew, what may we not expect in the way of copy, art, and general efficiency!

* * *

Those stories which were circulating before the close of the war about the big wages paid in shipyards probably made many

MARY PICKFORD
IN "M'LISS" A
STORY OF THE WEST

Signs The Movie Houses Have Found Best

If you could change your signs story to meet the needs of each day the way the movie people do, wouldn't it be of some advantage?

You can do it with a Flexlume interchangeable Oplex sign like the one in the picture.

Each of these letters with its background is a unit. All that is necessary is to take out one set of letters and slip in another and you have changed the reading of your sign. It only takes a few minutes.

This is just one of the many Oplex designs which satisfy the needs of every kind of business. Interchangeable letters may or may not solve your particular problem, but there is some Oplex sign that will. We can reproduce your trade name in Oplex characters without losing its distinctive design.

We would like you to know more about Oplex signs.

Won't you tell us something about your requirements so that we may tell you how they can be satisfied? A rough idea of your needs will bring you a sketch showing how your sign will look.

The Flexlume Sign Co., ELECTRICAL ADVERTISING
1430-46 Niagara St., Buffalo, N.Y.

Pacific Coast Distributors:
Electric Products Corp.
941 W. 16th St., Los Angeles, Cal.

Canadian Distributors:
Flexlume Sign Co., Limited
St. Catharines, Ont.

Quantity Production and the Big Crowd

That is the Keynote of modern, progressive, successful business.

Insure your client the widest possible distribution in the "Metropolis of the West" by employing the

Los Angeles Evening Herald

Circulation 139,374

Evening Herald Publishing Co.

Member A. B. C.

126-134 So. Bdwy. Los Angeles, Calif.

BOOKLETS and CATALOGS

Many of America's prominent advertisers, advertising agencies and others requiring high class work use

CHARLES FRANCIS PRESS
461 Eighth Avenue, New York City
Printers of "PRINTERS' INK"

More rated retail Department,
Dry Goods and General Mdse.
Stores are paid Subscribers to the
Merchants Trade Journal than
to any other trade publication.
A. B. C. Members.

**MERCHANTS TRADE
JOURNAL, Inc.**

Des Moines, New York, Chicago
Indianapolis

people's mouths water; but, after all, the jolly riveters are not the only people who are coin collectors of peculiar assiduity and perspicacity—to speak the language of the copy-writer fresh from college! Right in the ranks of advertising men and salesmen there are those whose names are entitled to Abou-Ben-Adhem position in the list of pre-eminent filthy-lu-crists!

For instance, the Schoolmaster notes an advertisement in a recent issue of the *Specialty Salesman Magazine* which holds out Midas dreams of fortune quite sufficient to put the blue-overalled disciples of Noah (the well-known early shipwright) practically in the class of the Deserving Poor. The advertisement in question calls for specialty salesmen to sell a simple household device; and inspires them with the condensed but fascinating biography of Mr. L., already rollicking merrily through life as a salesman for aforesaid device. Mr. L., it appears, absorbed his matutinal nourishment one fine day, and went out and did two hours' work. Next day he worked three hours longer. In this five hours he called on forty-five housewives. The surpassing merit of the device is such that thirty of them bought it. Profit to Mr. L., \$37.50.

Passing lightly over the fact that sixty-six per cent of success is quite an average for the salesman of a household device, let us pause to marvel at the linguistic ability of the man who can call on a housewife, demonstrate a device, make sales on two-thirds of his calls and get away again, all in an average time of six and one-half minutes per housewife, not allowing any time for getting from one front door to the next! In his dark past the Schoolmaster has sold goods as to house-to-houser, and he rises to remark that in his day the lady who bought a \$2.50 product wanted much more than 390 seconds of conversation thrown in! And even the lady that didn't buy usually took more than that amount of time to make up her mind—un-

less she was of the variety which opens its front door only to slam it immediately at the sight of a stranger. It is evident, therefore, that the phenomenal Mr. L. must have talked *all* the time, and consummated the sale by telling the sellee to nod her head at the proper moment. And the Schoolmaster feels that he is practically beyond the fear or even likelihood of contradiction, successful or otherwise, when he concludes, using again the disgusting terminology of the market place: *Some Mexican athletics!*

Goes to Siberia for Committee on Public Information

Charles Philip Norton, for the past two years secretary of the publicity committee of the Seattle Chamber of Commerce and Commercial Club, and director of the national Seattle publicity campaign, has left for Siberia to be assistant to Arthur Bullard, Director of Propaganda for the Committee on Public Information, with headquarters at Omsk. Mr. Norton received his appointment from Edgar Sisson, Director of the Committee on Public Information. His appointment is of indefinite duration.

The Chas. H. Eddy Co., newspaper representative with offices in New York, Chicago and Boston, has been appointed United States advertising representative of the Vancouver, B. C., *Daily World*.

CANADA'S Advertising Journal

Marketing

A high class and highly interesting monthly magazine for all interested in advertising progress—especially in the Canadian field. Send for current issue, or \$2 for year's subscription to W. A. LYDIATT, Publisher, 53 Yonge St., Toronto.

1919

INCOME TAX AMOUNT OF YOURS

Is the title of a Book prepared by a Revenue Expert which will tell you all you wish to know on this cryptic subject issued upon enactment of 1918 Law.

100 Pages, 6x8 In. Price \$1.00

DOWNTOWN BOOK SHOP
119 South 4th St., Philadelphia
"Books for Business Men"

DOMESTIC ENGINEERING

A weekly publication read by the progressive
Plumbing and Heating Contractors

Lives in the field. Member A. B. C.

OLD COLONY BUILDING, CHICAGO.
NEW YORK OFFICE: 200 FIFTH AVE.

CHILE:

Made wealthy by the war. Lack of equipment has handicapped the operation of her new industries.

There is immediate need for agricultural and electrical machinery, irrigation equipment, sugar mill machinery. *There is a cry for everything.*

The cities of Santiago, Valparaiso, Antofagasta, and many others offer excellent newspapers, magazines and trade journals.



J. ROLAND KAY Co.

International Advertising Agents, Conway Building, Chicago, Ill.

18 East 41st Street, New York, U. S. A.
Buenos Aires, Sydney, Tokyo, Cape Town

Associate House: John Haddon & Co.
(Est. 1814), London.

FOR CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO

MONTREAL

LTD.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty-five cents a line for each insertion. No order accepted for less than two dollars and twenty-five cents. Cash must accompany order. Forms close Monday preceding date of issue.

HELP WANTED

Wanted—Returned soldier advertising solicitor. Permanent. Give full particulars, experience, salary wanted, etc. Mitchell Daily Republican, Morning, Evening and Sunday, Mitchell, S. D.

A Trade Publication—the leader in its field—wants an experienced advertising salesman to represent it in eastern territory. Address: Box 949, care of Printers' Ink, 833 Peoples Gas Building, Chicago, Illinois.

ARTIST

Wanted—Artist capable of handling line and brush for rough and completed drawings; must be able to put the human interest into advertising illustrations. Real opportunity with fast-growing agency on national accounts. Box 946, care of Printers' Ink.

Alert, clean cut young man wanted for sales promotion and trade follow-up work by leading Dry Goods Selling Organization in New York. The man we want must have a natural *enthusiasm* for selling—by mail as well as in person. This position will bring a good salary to start—and offers uncommon opportunity for advancement in an institution whose business runs way up in the millions. Write, telling of your experience in this work and indicate the salary you would expect. Box 960, Printers' Ink.

A JOB YOU CAN "LIVE"

A man who has been looking for a job into which he can willingly put every ounce of his energy and interest, can find that position with us. We need a number of energetic, enthusiastic correspondents, not over 35 years of age; men who can write real letters and occasionally get out "on the other side of the counter." An understanding of human nature, ability to express thoughts in good, common-sense, business English, and a willingness to "live" their jobs, are requirements of the men we will select. The spirit of fellowship and helpfulness which you will find in our "business family" will make your work a pleasure and a profit—a job you can truly "live." Interview may be had with L. D. W. at Vanderbilt Hotel, New York City, Dec. 13th and 14th.

THE MONITOR STOVE COMPANY
(Established 1819—99 Years of Service)
CINCINNATI, OHIO

"A GOOD COMPANY TO WORK FOR"

WANTED—Young man understanding printing and engraving processes, and able to write forceful English. One with advertising agency experience preferred. State experience and salary expected. Standish Advertising Agency, Providence, R. I.

Assistant to advertising and promotion manager. Paint & Varnish Mfg. Co. selling through dealers and industries. Follow-up letters, bulletins, circulars. Experience as assistant advertising manager preferred. Must be capable of handling details of campaigns, dealer helps, etc. Single, under 30. Good opportunity. Middle West. Sell yourself by letter. State salary. Box 942, care of Printers' Ink.

Copyman

With unusual ability and capable of directing and editing, needed in well-established New York advertising agency. Real opportunity for right man. State experience, education, age. Replies confidential. J. B., Box 944, Printers' Ink.

ASSISTANT ADVERTISING MANAGER

The advertising manager of automobile trade publications, Philadelphia, is in search of a capable young man as assistant. Must be able to prepare mailing campaigns and write letters that bring business. Give full details of experience, reference and minimum salary to start. Address box 957, Printers' Ink.

Editor Wanted—A Chicago trade publication requires the service of an editor, a man with a semi-technical understanding, of broad vision, one who can outline a policy. An active, thinking, sane man, alive to the future as well as to the present, can find with us a berth that will mean distinction in his profession, an agreeable environment, and future advancement. We prefer a man now in harness, who can point to present work as proof of his capacity. Address, with every detail, in absolute confidence, and mention salary. Trade Press Publishing Corporation, 538 S. Clark Street, Chicago, Ill.

WANTED SALES PROMOTION MANAGER

We desire immediately, the services of a bright, energetic young man with mail order experience, to organize a sales promotion department for a well established mail order firm in Canada.

Must have good references as to ability and integrity. State salary expected.

Here is an opportunity for a live man to carve out a position of great importance for himself.

Box 953, care Printers' Ink.

Sales Opportunity

A live printing organization is looking for a salesman of ability. He must control enough business in New York City and vicinity to make us want him. The man we are looking for will be more than satisfied with the opportunity and salary. Write in detail—interview will be arranged.

Box No. 963, Printers' Ink

Salesman—Experienced in selling and creating better class of Photo Engraving and Printing for New England plant, equipped for Quality and Service. Advise, references and salary, Box 943, care of Printers' Ink.

WANTED—EXPERIENCED EXPORT ADVERTISING SOLICITOR. Eastern Territory for established, well-known publication. State age, experience, references, record and full particulars. Letters held in strict confidence. Confidence, Box 950, care of Printers' Ink.

An advertising Service Company of prominence specializing in retail lines, has a real and unusual opening for an advertising man who can qualify. Retail experience in Department Store, and particularly in Men's Wear and Footwear business preferred, but not absolutely necessary. \$40.00 to start with every opportunity and co-operation for rapid advancement and an assured future. Box 956, Printers' Ink.

Can You Sell High-Grade Direct Advertising?

A well-known Chicago "Direct Advertising" house requires the services of a first-class salesman. He must have had some experience in a similar line and be able to show successful record. To a man filling requirements a very attractive salary and bonus offer will be made. Write us, giving full details of former experience, and such other information as you may consider relevant. Address: Box 948, Printers' Ink.

MISCELLANEOUS

WANTED

Used Electric Addressograph; also Plate Holders. Communicate with the Regal Silk Co., Inc., 279 Fourth Ave., New York City.

Books on advertising, including bound volumes Printers' Ink, \$1 each; Philistine, \$1; Inland Printer, \$1.50, and I. C. S. advertising course, \$10. Many others. List? Box 958, Printers' Ink.

Ph. Morton

OCEAN TO OCEAN CINCINNATI

PUBLISHERS, ATTENTION! We supply literary material of all kinds for newspapers or magazines at very reasonable rates. Everything is original and by competent writers. No matter what you need, we can furnish it. Will take advertising in exchange for all or part. If you have a manuscript you would like to sell write us at once. Address: Literary Bureau, MOJ4, Hannibal, Mo.

For Sale

at a sacrifice—20 Mergenthaler Linotypes—model one. Used by the Chicago Herald until its recent merger with the Examiner. Will set 5 to 11 pt. Good working condition. \$500 each. Early buyers get choice. FANTUS BROTHERS, 525 South Dearborn St., Chicago.



**ADvantageous
vertising**

ALL WAYS
The Ackerman-Madsen-Dowd Co.
Chicago New York
Toledo

EXPORT

Here is an opportunity that seldom occurs for one or two manufacturers to open or increase foreign trade. We are a well-equipped export organization of high financial standing, with a large number of branch offices and foreign salesmen. We can undertake several more lines suitable for export trade. No credit risks to manufacturers. Payment month following invoice. Write first, with particulars of your products, to "D. Henderson, 160 Broadway, New York," and a representative of our company will call with full details.

POSITIONS WANTED

Young woman, college graduate, desires position with publisher leading to executive work. Has some knowledge of stenography and typewriting. Box 955, Printers' Ink.

Advertising man, now selling space on national paper, wants to get off road. Will make excellent advertising manager for some manufacturer. Straight salary, or salary and commission. Box 945, P. I.

ADVERTISING POSITION WANTED
by former agency office manager with college and business training and five years' advertising experience writing copy, planning layouts, and handling cuts, printing, and agency detail work. Best references, Box 951, Printers' Ink.

A PRACTICAL EXPERIENCE

Advertising executive, possessing well rounded out experience in planning and executing national campaigns desires new connection. Services satisfactory to present employers but certain limitations urge change. This man knows his business and is willing to study yours. Liberal education. Knowledge of marketing. Experience in selling and buying. Tactful and urbane. Unusually successful in obtaining co-operation of Sales Force. Available Jan. 1st. Box 954, P. I.

Advertising Solicitor-Manager, wide general and trade publication experience, large acquaintance in Eastern territory, open for engagement. Box 959, care of Printers' Ink.

POSITION—By man with 15 years' experience in good printing shop, both in mechanical and business ends. Competent to head up sales department or act as shop manager. Age 32. Can command good salary; South preferred. Address: John I. Chilton, Army Y. M. C. A., Camp Sheridan, Ala.

... ARTIST ...

Editorial cartoonist; recently art manager for motion picture corporation, desires connection with a live publication, where creative ability and initiative will count. Box 941, care Printers' Ink.

AVAILABLE

An Advertising Man will soon be out of the U. S. service—not an expert copy writer, but I know the mechanical end of advertising—not a professed "know-it-all," but am willing and want to learn the things I don't know. Prefer a proposition with some advertiser rather than an advertising agency. Will consider a high-class sales proposition. I can sell goods or I can sell advertising. Available, Box 947, care of Printers' Ink.

ADVERTISING AND SALES MANAGER

Twenty years' experience covering United States, Mexico and Canada and traveling France and England. I am open for a position as advertising and sales manager with large manufacturer desiring a man who thoroughly understands all branches of advertising business, including space buying, writing advertisements, booklets, etc.

My experience as sales manager would make me very valuable in that department in helping salesmen, in planning selling arguments to the trade, and in reducing selling expenses.

I am a graduate in law, have traveled all over United States, Canada and Mexico, know selling conditions and newspaper conditions and newspaper values from a personal study on the ground in the different localities, cities large and small, and know advertising values from a study of those values in the cities in which papers are published and from the returns secured, not by hearsay.

Existing conditions restricting sales of my present firm's output limit my usefulness, and cause me to desire a connection offering greater opportunities. C. Y., Box 952, care of Printers' Ink.

PRINTERS' INK

ST. PAUL PUBLIC
LIBRARY 53

ARTIST—WHOLE OR PART TIME

Twelve years' experience—Figures, Lettering and Decorations in color. Half-tones and pen and ink. Box 965, care of Printers' Ink.

BUSINESS DEVELOPER

Advertising, Sales Manager, Agency Man, long varied experience, will personally render conscientious advertising service to three or four advertisers near New York. Box 967, Printers' Ink.

SALESMAN

27, American, married, ambitious, seeks permanent connection with progressive concern, any line or product, that promises adequate compensation for intelligent and conscientious effort. Box 969.

Advertising-sales-mail order man. Experienced manager, salesman, correspondent, investigator, copy man and executive. Agency and general experience. Age 39, married, best references. Immediately available. Box 962, P. I.

YOUR BUSINESS PROMOTED

I prepare strong sales letters, circulars, booklets, financial prospectuses and complete trade, newspaper and magazine advertising campaigns. Satisfaction guaranteed. Reasonable rates. "Ad-Specialist," 2687 Woolworth Bldg., New York.

Manager of Advertising Agency with 10 years' experience desires to make a change. Would consider position with agency or advertising department. Thoroughly familiar with Domestic as well as Latin American Magazines and Newspapers and their rates. Box 970, P. I.

A space buyer and general office manager with long and successful record of agency service will be open for engagement January 1st. Possesses thorough knowledge of publicity in all branches and can take complete charge. Fully qualified to buy material and execute all details of an advertising campaign from laying out to paying the bills. Desire to make permanent connection with eastern agency or large advertiser. Middle-aged, married and of moderate ideas. Address Rate Expert, Box 964, Printers' Ink.

Captain—United States Army

anticipating his discharge from the Military Service, now that the emergency has passed, desires to promptly resume his newspaper career.

Is 29 years old, married, college graduate. For two years reported on a metropolitan daily, two years edited and managed a county weekly, and for three years prior to entering First Officers' Training Camp was General Manager of a small city daily. Capable of managing job printing establishment. Seeks proposition offering a future with either bonuses or the opportunity of earning an interest as well as salary. References. Address Box 968, care of Printers' Ink.

SALES MANAGER, University graduate; 38, married 13 years—Successful experience; thoroughly familiar sales executive work, sales promotion, hiring, instructing and directing salesmen now employed; available January 1st. Address: Sales Manager, care of Printers' Ink, 833 Peoples Gas Building, Chicago, Illinois.

SOUTH AMERICAN

Advertiser can get services of young university graduate, American, formerly advertising manager for large business house in Mexico City. Thorough knowledge of Spanish-American customs, business methods and language. Box 966, care of Printers' Ink.

After January first, 1919, the rates for advertising in PRINTERS' INK will be as follows:

Run of Paper

\$90 per page—\$180 per double page.

\$45 per half page.

\$22.50 per quarter page.

Smaller space, 50c per agate line.

Minimum one inch.

Preferred Positions

Second cover—\$100.

Page 5—\$110.

Pages 7-9-11-13—\$100 each.

Standard center spread—\$200.

Center of special four-page form—\$200.

Extra Color

\$40 extra for each color, for two pages or less. For more than two pages, \$20 per page per color.

Inserts

\$90 per page (four pages or more) furnished complete by the advertiser. Two-page inserts, furnished by advertiser, \$200.

Classified Advertising

50c per line net. Not less than 5 lines.

Printers' Ink Publishing Company

185 Madison Avenue

New York

Chicago

Toronto

Atlanta

St. Louis

Boston

London

Los Angeles

Paris

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we maintain
Offices and
Poster Plants
in over 400
large cities
and towns in
twenty-three
states acting
as service
stations to the
advertiser

Jnos. Gusack Company

CHICAGO

NEW YORK

Largest Advertising Company in the World

The Daily Circulation of The Chicago Tribune

In May, 1918, was.....399,514

It increased steadily as follows:—

—in June 14,282

—in July 4,009

—in August 4,401

—in September 5,191

—in October 10,028

—and averaged in October 437,425

—which was 49,946 more than the October circulation of the next Chicago Daily—an evening paper.

*The Circulation of
The Sunday Tribune
now exceeds 700,000*

Breaking All Records

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER